SELL THE MAN WHO MUST BUY

Ample evidence is pictured herein of the essential part played by automobile trucks in the refrigeration business. The illustrations themselves are a tribute to the progressiveness and modern thinking of distributors and dealers in this industry. These men recognize that a trim, well designed (and sometimes uniquely designed) delivery truck can help do the merchandising job for refrigeration. Letters received by the editorial department in the process of securing this material show that refrigeration distributors and dealers are equally concerned with the operating qualities of various types of motor truck equipment and their capacity for giving economic and efficient service. Some have indicated various types are being tried out to find which is most satisfactory for their purposes.

For automobile truck (chassis and body) manufacturers there exists in this industry a comparatively new market for special cultivation. Someone has said "The best place to get business is where business is." Business IS in the refrigeration industry. Consider the following:

THE MARKET ■

The refrigeration industry has had an astoundingly rapid growth in a comparatively short period of time. It is almost a certainty that more than a million units will be sold in 1931. These units MUST be moved to the buyer's home or place of business by automobile truck equipment. One large distributor employs a fleet of 188 motor vehicles.

THE FUTURE ■

That the refrigeration industry will continue to prosper and have increased needs for local delivery equipment is shown by the fact that scarcely 10 per cent of wired homes have electric refrigeration. This prospect is attracting new manufacturers into the field and is causing established companies to expand their dealer organizations.

THE BUYER ■

The automobile equipment manufacturer will find in the refrigeration industry a responsive ear to any message of better service. Men in this industry have no long established buying habits to overcome. They DO HAVE a habit of asking what methods—which product—whose motor truck will give the service they need.

In "Electric Refrigeration News," refrigeration manufacturers, distributors and dealers find help in their answers to many questions. Transportation IS a question. It involves an aggregate expenditure of several million dollars. Here, in the "News," the truck manufacturer can tell his story to the man who must buy.

F. W. BRACK,
Advertising Manager.

In Three Parts—Part 1

ELECTRIC REFRIGERATION NEWS

Registered U. S. Patent Office.

The business newspaper of the refrigeration industry

ISSUED EVERY TWO WEEKS
VOL. 4, NO. 26, SERIAL NO. 102

Copyright, 1930, by Business News Pub. Co.

DETROIT, MICHIGAN, AUGUST 27, 1930

Entered as second class matter Aug. 1, 1927, at Detroit, Mich.

FIFTEEN CENTS PER COPY
TWO DOLLARS PER YEAR

WILLIAMS PLAN PUTS INCREASED EMPHASIS UPON REFRIGERATION

Throng at Annual Convention Pledges Support

Bloomington, Ill.—"Onward and upward"—onward with Oil-O-Matic and upward with Ice-O-Matic—was the unwritten theme of the sixth international convention of Williams dealers held here Monday and Tuesday, Aug. 18 and 19. More than 3,300 members of the Williams organization attended the two days and nights of festivities.

P. D. Marshall, the master of ceremonies with the big body and the big voice, summed up the whole trend and tone of the convention when he said from the platform:

"We're big fish in the oil burner industry. We got there because we had a superior product. And though we're comparatively small fry right now in the refrigeration industry, the same methods that made Oil-O-Matic a best seller are going to make Ice-O-Matic a leader among electric refrigerators. We have, then, two big jobs before us: to keep Oil-O-Matic on the top rung of the ladder, and to bring Ice-O-Matic up there also."

Ice-O-Matic came in for a share of attention which was probably far out of proportion with the relative sales importance of the two chief Williams products. At every turn in the program somebody was waiting to remind the enthusiastic crowd that the big opportunity for the Williams dealer in coming years rested in the development of the Ice-O-Matic market.

"Ice-O-Matic was ready for the market before the market was ready for it," said generalissimo Marshall. "We were not driven by necessity, inasmuch as Oil-O-Matic was keeping us plenty busy, and we were able to sit back and wait to see what happened. We saw. No business that we know about has made such great progress in the past few years as has the electric refrigeration industry. Its propaganda has penetrated through to the remote sections of the nation. With a machine which has profited by the mistakes and successes of its predecessors in the field, we expect to take advantage of the wide acceptance for refrigeration which has been created by the industry."

To those interested chiefly in refrigeration the feature of the Tuesday morning session was the rapid-fire dissertation on commercial refrigeration and the Larkin coil by C. U. Larkin, vice-president of the Larkin Coil Co. and inventor of its product.

"Here's a three-hour speech that I'm going to give you in 45 minutes," began Mr. Larkin, waving a sheaf of papers in one hand and gesticulating with the other. And he did, in true Floyd Gibbons style. Built like a varsity football guard, and equipped with a highly convincing style of delivery, he prowled up and down the platform, talking rapidly and keeping in constant motion. The value of the Larkin coil as a business getter he chased home as directly and as surely as Tommy Hitchcock corrals a polo ball and speeds it to its goal.

Beginning with the days when he was selling commercial refrigeration, steaming rapidly through his invention of the coil that bears his name, and bearing down hard on weight losses caused by dehydration, he wound up by asserting

(*Concluded on Page 2, Column 1*)

HOLCOMB & HOKE SALES TOPPLE FORMER RECORDS

Indianapolis, Ind.—A remarkable sales record has been made in the last few weeks by the Holcomb & Hoke Manufacturing Company's refrigeration division. Complete sales figures for July show an increase of 173 per cent over July of last year, and business for the first three weeks of August was 40 per cent ahead of the first three weeks of July. The sales curve is still going up.

During the first seven months of this year, Holcomb & Hoke did 39 per cent more business than in the entire twelve months of 1929.

These extremely large increases are due in large measure to the fast pace at which the commercial refrigeration industry is advancing. The Holcomb & Hoke All Cold Double Duty counters, with display above and storage below, are proving exceedingly popular with retailers all over the country and the popularity of this item is the important factor in the setting of the new records.

INDEX NEXT ISSUE

THIS issue ends Volume 4 of Electric Refrigeration News, which was established in September, 1926. An index of Volume 4, covering material published in all three sections of the paper, will be printed as a separate section of the next issue, September 10th. This index will list subjects which have appeared in the last 26 issues as well as the activities of companies and individuals.

Profits Shown by 76 G. E. Distributors; Only 4 Incur Losses in First Half of 1930

Commercial Business Looms Up as Important Future Market at Camp Refrigeration IV

Association Island, N. Y.—Evidence that the business of selling electric refrigerators is becoming increasingly profitable to local distributors and dealers is shown by the financial reports of the 80 distributors for General Electric refrigerators at the annual fall conference held here August 20 to 23. Of the total number only four reported losses while 76 made a satisfactory profit during the first six months of 1930. Some surprise was expressed that practically all of the distributing organizations were able to increase their sales, compared with the same period in the previous year, both in dollar value and in number of units. With due credit given to aggressive selling effort, leaders expressed the opinion that the industry has had a great advantage over other lines of business during this period of depression, owing to the fact that there is an enormous potential market for refrigerating equipment and a high degree of public acceptance.

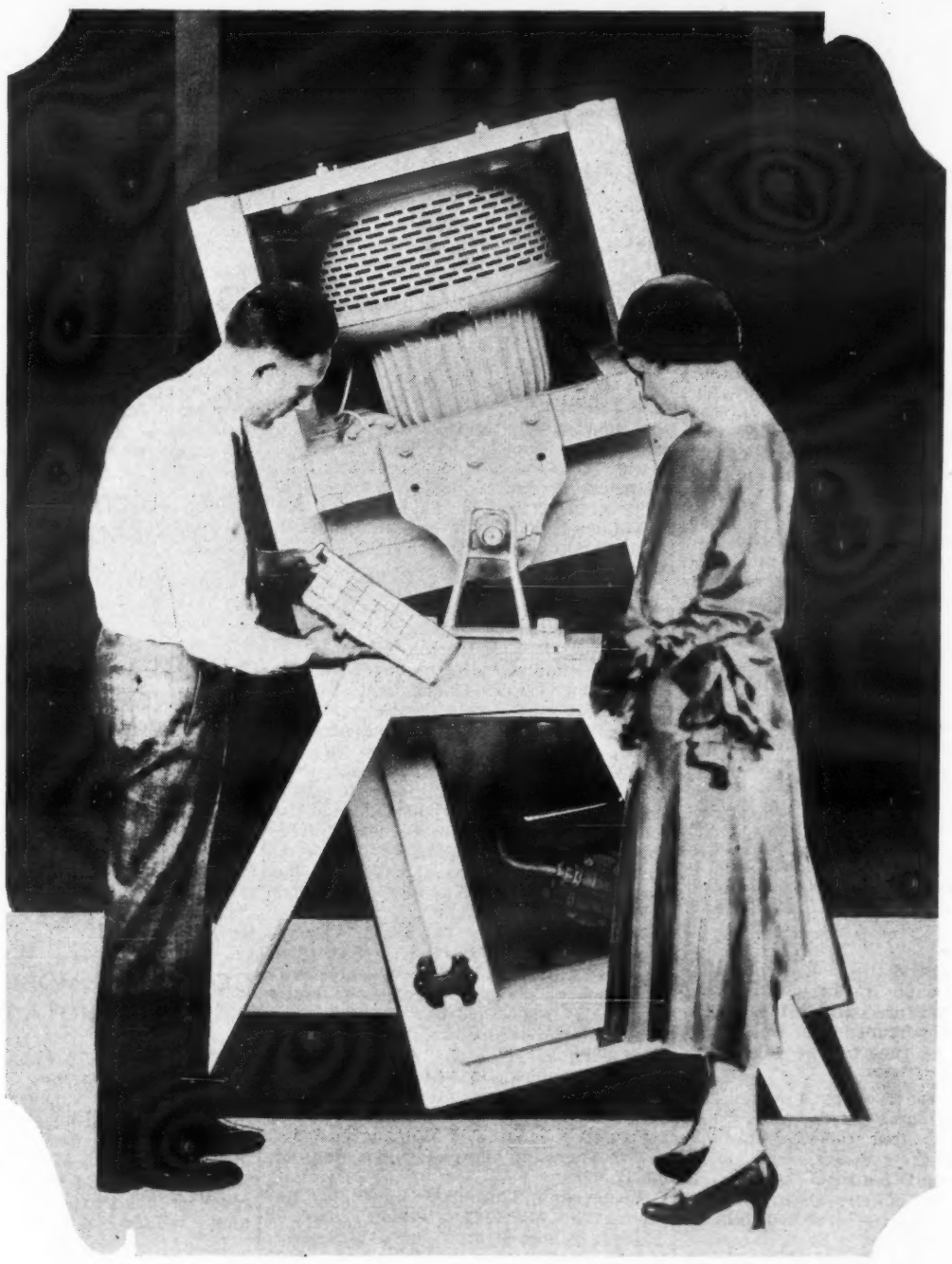
In addition to the millions of wired homes where other methods of refrigeration are still being used, the eyes of the distributing organizations were turned definitely in the direction of commercial business. Estimates based upon the sales of commercial refrigerating equipment during the first six months indicate that the volume for 1930 will run 100 per cent ahead of the company's commercial business during 1929. Many new sizes and styles of equipment for commercial application have been added to the General Electric line during recent months, and plans are being focused upon the developments of this market in the future. The extent and possibilities of the commercial market were emphasized in dramatic fashion throughout the four days of Camp Refrigeration IV.

Following the custom of the various business "camps" which are held on Association Island each year, a parade and flag raising preceded the first session. In the parade the distributors were grouped according to the geographical divisions of a sales contest just closed and were costumed to represent the principal markets for commercial equipment. Snapshots of some of these groups will be found in the yellow section of this issue, and other details regarding the conference in following pages.

In addition to the reports of increased sales and net profits, interesting facts were brought out at the meeting which reflect the size and importance of the electric refrigeration industry. Notable

(*Concluded on Page 12, Column 2*)

Topsy Turvy



Cruel and unusual punishment was inflicted on this Ice-O-Matic during the Williams Convention. It was tossed about upside down but went right on refrigerating.

MONTGOMERY WARD SEEKS SUITABLE DOMESTIC UNIT

Chicago, Ill.—What might fairly be termed a revival of interest in electric refrigeration has taken place within the Montgomery, Ward & Co. organization. For the last three or four years Montgomery-Ward engineers have been working on plans for the production of mechanical refrigerators, and have designed several household refrigerators which have been put under test in various parts of the country. Probably about 250 such refrigerators have been constructed and sent out for tests.

This method of operation naturally means a slow rate of progress, and within the last few weeks the set-up has been changed by the appointment of O. R. Perkins, of the stove division of the Montgomery-Ward organization, to take charge of refrigeration activities. Since his appointment Mr. Perkins has been spending practically all of his time in getting in touch with the multitudinous ramifications of the refrigeration field.

He is interested not only in plans for the actual production of refrigerators by Montgomery Ward, but feels that perhaps the best solution would be the taking over for sale of some refrigerator that would meet the Montgomery-Ward specifications. A unit that could be installed easily and which would require a minimum of service is what Mr. Perkins is looking for, although he knows enough about his new field to realize that he isn't likely to find it without making a thorough search.

The news that Mr. Perkins has been active in refrigeration circles in the last few weeks has given rise to rumors that Montgomery-Ward was ready to put a refrigerator on the market at once. That is not the case, but the big mail order house is definitely interested in refrigeration and must be considered as a possible future factor in the field, either as the producer of its own refrigerator or as sales outlet for some manufacturer's machine.

G. E. DISTRIBUTORS VOTE TO RETAIN FREE SERVICE

Association Island, N. Y.—General Electric refrigerator distributors, at their annual fall conference here, unanimously voted to continue the "no charge for service" policy. The report of the product committee, of which R. Cooper, Jr., of Chicago, was chairman, follows:

"Our advertising slogan, 'No Owner Has Paid One Cent for Service,' has been one of the most remarkable and most effective in the whole history of industry. The high quality of the product and its practical freedom from trouble kept service costs at a minimum and our policy of absorbing

(*Concluded on Page 4, Column 5*)

SIMPLICITY IS KEYNOTE OF NEW STATOR MACHINE

Boston, Mass.—Dr. Daniel F. Comstock, president of Comstock & Wescott, research engineers of Boston, Mass., former member of the faculty of the Massachusetts Institute of Technology and identified with the Technicolor process for making colored motion pictures, has announced the invention of a new method of refrigeration which, in addition to performing the usual function of preserving food, is adapted to the cooling of homes and small business buildings.

This new system has been developed after six years of research under the direction of Dr. Comstock and Lyman F. Whitney, of the firm's technical staff. Exhaustive tests of the new device indicate that the cooling of dwellings and other small buildings may shortly be an everyday reality.

The new machine is known as the Stator and employs a method radically different from existing refrigeration systems. Use is made of a mercury aspirator in conjunction with water as a refrigerant to perform the same function as the motor and compressor in most of the mechanical refrigeration systems. All moving mechanical parts have been eliminated, hence the name "Stator," meaning stationary.

The essential principle is simple and

(*Concluded on Page 2, Column 4*)

SUPER OIL SEES PROFITS IN REFRIGERATION FIELD

Hartford, Conn.—Super Oil Heater Sales Co., long engaged in the production of oil burners, has turned its attention to the refrigeration field, and introduced the Super electric refrigerator. As a result, Super dealers and distributors throughout the country will now distribute hot and cold products. The latest product of the Hartford company has been received with enthusiasm by the field organization.

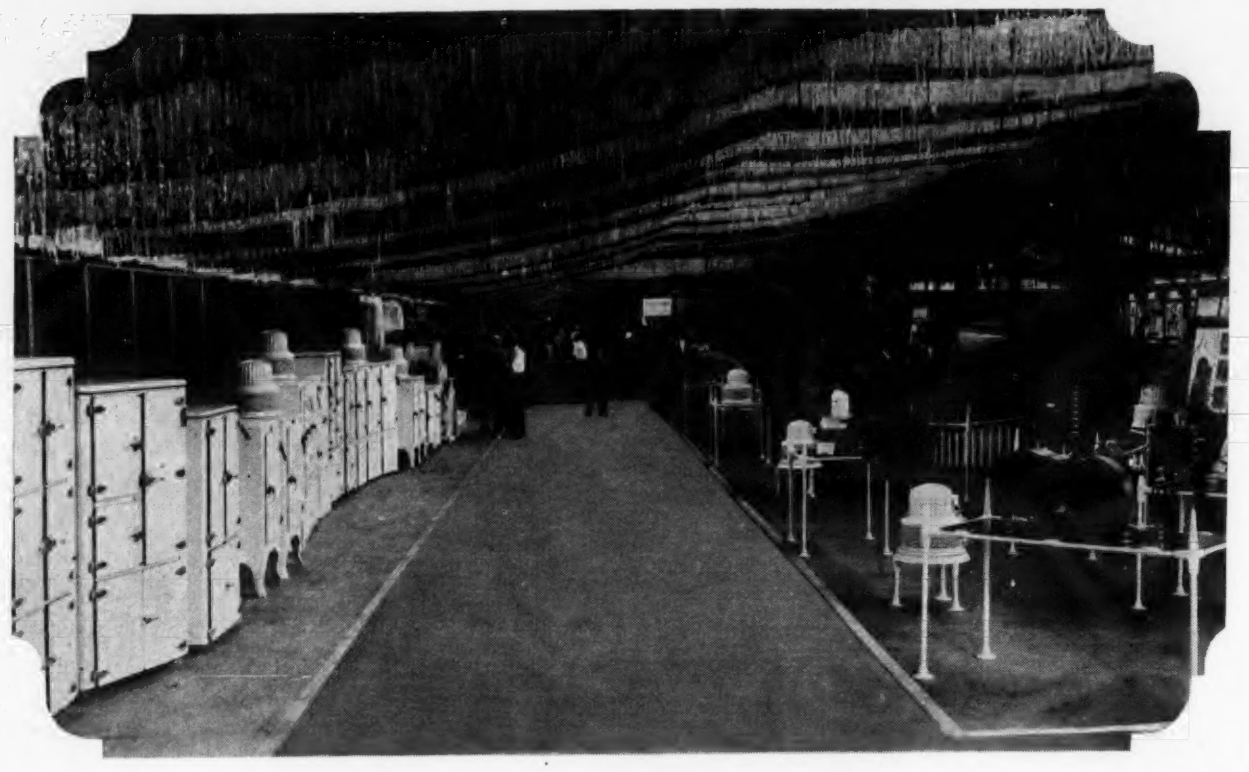
Three popular-sized cabinets built by Seeger, of St. Paul, make up the Super domestic line. These models are of all-porcelain construction and have food storage capacities ranging from 4.45 to 5.85 cu. ft. With the largest model, JP-5-2, the Seeger water cooling tank is optional equipment.

On account of the vast sale of modern ice boxes, Super offers a conversion unit, together with its line of complete cabinets, which sets on top of the present ice box with an ornamental top. This unit will be the chief seller in the Super Iceman line.

The merchandising plan is entirely different from the general sales plans. There will be no advertised list prices, and dealers will be quoted net prices. The Super company has always merchandised its products in this manner.

The Super company is purposely selling only three types of complete electric refrigerators—water coolers and a conversion unit—so as not to overburden the dealer with a large stock of many sizes which requires a large capital investment.

Winning With Williams



Refrigerator Row at the Williams Convention

(*Concluded from Page 1, Column 1*)

that with a Larkin coil on the job all the insulation needed was a couple of boards and some Bloomington air.

"What we are trying to do," he concluded, "is to take the conversation out of refrigeration. When we can set up an absolute standard of comparison, then all the wild claims and counter-claims that are circulating around now will be subjugated to revealing tests."

Following a sunrise breakfast for the factory sales force, the convention got under way Monday morning at 9 o'clock with an inspection of the factory and exhibition hall. An hour later the conventioneers assembled in the auditorium to sing a few songs and listen to speeches of welcome from R. O. Ahlenius, general manager; W. W. Williams, vice-president, and C. U. Williams, president, of the Williams Oil-O-Matic corporation. R. D. Marshall of the home office introduced all speakers.

Walter Williams, inventor of the Ice-O-Matic, recounted some of the problems encountered in preparing a new device for the market, and explained the necessity and importance of painstaking research and thorough testing before offering a new machine to the public.

The organization's president, C. U. Williams, announced the glad tidings that:

"Despite somewhat unsettled general business conditions, Ice-O-Matic shipments for the first seven months of 1930 increased 41 per cent over the corresponding period of last year. The increase in our export sales has been even greater.

"We should be alive to the increasing market for refrigeration which will be created by the wide-spread distribution of frozen foods. Vegetables and fruits, as well as fresh meats and fish will be packaged at the point of production and quick-frozen. One enterprising Florida firm offered us a supply of fish filets that were prepared in individual portions and shipped in special dry-iced containers."

A mock trial, "The Silent Witness," in which the Oil-O-Matic was acquitted in record time of the charges that it was too noisy and too expensive, occupied the rest of the first morning and part of the afternoon. The ever-present Mr. Marshall, who was Mr. Convention himself, starred as the vociferous and pertinacious attorney for the defense.

W. J. Brevitt, sales manager, came to bat next with an outline of dealer procedure for specialty selling. He began with the selection of a prospect list and continued through a paving-the-way direct mail campaign, to the final dotted line act.

"The best products that can be built are not necessarily successful," said Mr. Brevitt. "They must be sold, and selling requires hard thinking as well as hard labor. Our chief business is making profits. A good product alone won't make sales, but an intelligently planned campaign will."

Offering a humor-tickling respite from sales talks, Rev. Roy L. Smith, pastor of the Simpson Methodist church, Minneapolis, Minnesota (4,200 active members) wise-cracked for almost an hour. Speaking on the general subject, "Some Wild Notions I Have Known," the author of "Sentence Sermons" proceeded to debunk a few old saws like "Christmas comes but once a year," "He who laughs last laughs best," "A bird in the hand is worth two in the bush," "There is nothing new under the sun," and "Dead men tell no tales."

Head-man Marshall took upon himself the unenviable tasks of following Rev. Smith and preceding dinner. He talked about opportunities in the refrigeration field, as reported at the beginning of this article.

Dinner was followed by a water carnival and dancing at the Lakeside Country club. Swimming races, diving exhibitions, tilting contests, and other water sports—all featured by the big league clowning of one Oscar Wart—preceded an evening of crowded dancing to the music of Padgett's 15-piece orchestra, a college band which matched the spirit of the convention.

Tuesday morning's program included L. U. Larkin's talk, short speeches (of interest chiefly to Oil-O-Matic men) by Nat Elin of the Elin Appliance Co., Newark, New Jersey; A. H. Rosenberg of the Mercantile Discount Corp. of Chicago; Homer R. Linn of the American Radiator Co., and K. E. DeRosay of the Sun Oil Co. Arthur A. Shank of the Ice-O-Matic department told the story of public acceptance of electric refrigeration in a smooth and pleasant manner which was remarkably effective, albeit it was totally devoid of oratorical and rhetorical flourishes.

The same Arthur Shank concluded the second afternoon's program with another inspirational speech: "Whatcha 'Fraid Of?"

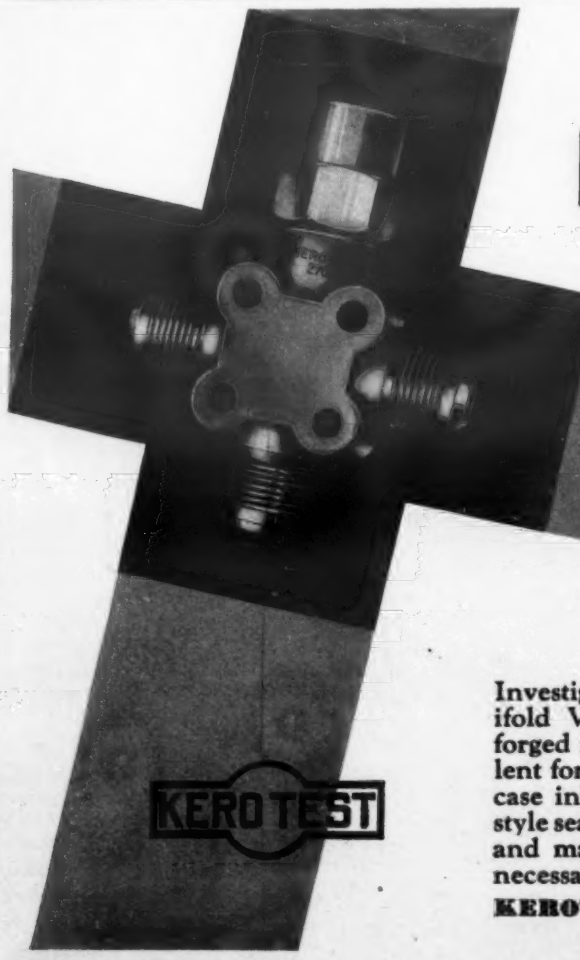
Of especial interest to the Oil-O-Matic crowd that afternoon were talks by P. A. Celander, designing engineer for the Williams Corp. ("Engineering for Sales"), Shirl M. Rudolph, sales manager for the Hays Corp. ("CO_2—Check and Double Check"), J. G. Sinclair, district manager of the Shell Oil Co. ("Oil Company Co-operation") and a discussion of the Standard Warm Air Heating code.

A real radio program, including four one-act playlets, was broadcast from the convention auditorium Tuesday afternoon under the direction of Frank A. Arnold of the National Broadcasting Co., who also told "The Why of Radio."

Dinner Tuesday night was followed by a short spirit-lifter, "The Sunny Side of Work," by J. A. Worsham, section sales manager. Branch Rickey, vice-president and general manager of the St. Louis Cardinals, topped off the program with one of his forceful Chautauqua speeches, "A Losing Play."

A little tableau in which Father Time prophesied a prosperous year ahead for the Williams organization was followed by another evening of dancing and get-togethering, and the convention was officially over.

Wednesday, Thursday and Friday following the convention found scores of dealers, salesmen, and servicemen staying in Bloomington to attend the Williams service school.



KEROTEST *forged brass* 3-WAY VALVES

Investigate this Kerotest Type 270 Manifold Valve with all three flare spuds forged in the body. It has proved excellent for small duplex apartment or show case installations. The Kerotest original style seal cap over stem eliminates leakage and makes use of socket wrenches unnecessary. Bulletin sent upon request.

KEROTEST MANUFACTURING CO.
Pittsburgh, Pa.

SIMPLICITY IS KEYNOTE OF NEW REFRIGERATORS

(*Concluded from Page 1, Column 4*)

consists of the following steps: A miniature mercury boiler causes mercury vapor to be discharged into a venturi tube, entraining and compressing water vapor drawn from the cooling unit. In the resulting partial vacuum the water in the cooler evaporates rapidly, producing refrigeration. The heavy mercury is used to pump the water back up to its original height, while itself flowing back into the boiler.

Columns of liquid are employed to balance the slight pressure difference in the system, while permitting the flow of the liquids. Thus, mechanical valves are eliminated. The internal pressure is always below the pressure of the outside atmosphere, assuring great safety of operation. This "low-pressure" system has its partial vacuum steadily maintained by an ingenious arrangement incorporated in the machine.

The first unit, designed for domestic food refrigeration, is air-cooled, and needs only to be connected with the local supply of power. This domestic unit, and the larger house cooling units which will follow as soon as possible, are gas-operated. The use of electricity in the domestic unit is contemplated as the machine evolves commercially. The simplicity of the system makes for important economies in both manufacture and operation.

Cheap, convenient cooling of homes, such as is now enjoyed in motion picture houses, is the aim of the new machine. The air-cooling device can be installed at moderate cost in the basement of the average home and will require neither an attendant nor care.

In homes equipped with the air-cooling machine it may prove necessary on very hot days to keep the windows closed to prevent the cool air inside the house from escaping. All the air distributed by electric fan pressure throughout the house can be filtered and conditioned as well as cooled by the system.

FINE RECORD IN KANSAS CITY SALES CAMPAIGN

Kansas City, Mo.—Refrigerators retailing at a total of $90,000 were sold by the Missouri Power & Light Company, dealers for General Electric, Kelvinator and Frigidaire, in a fifty-day selling campaign—designated "the battle royal"—and carried out on the plan of a free-for-all fistic combat between salesmen. The contest lasted from June 1 to July 31.

D. W. Maupin, of Jefferson City, with 241 per cent of his quota, won the Commercial Managers' prize; C. B. McElroy, of Excelsior Springs, won the Territory Salesmen's prize. Another similar campaign is to be started August 18 and will continue up to September 27, according to C. J. Prashaw.

GEORGIANS MOBILIZING FOR FALL QUOTA BATTLE

Atlanta, Ga.—The annual fall electric refrigerator campaign of the Georgia Power Company is scheduled to open on September 9. Although figures have not been given out yet on the quota set, last year a quota of $325,000 was set by the company and exceeded by 11.3 per cent. It is not expected that any smaller quota will be set for this season.

FRIGIDAIRE SALES GOOD IN LOUISVILLE

Louisville, Ky.—There is no sign of a business depression in the commercial department of the Louisville Frigidaire distributors. The hot weather has made the need for water coolers especially urgent, and Frigidaire tank type water coolers have recently been installed in the Marion Taylor office building and the Louisville Textile Factory, on McHenry Street, has put in three Frigidaire tank type coolers to serve nine bubblers.

The Francis Floral Shop, on the Bardstown Road, is also using Frigidaire equipment in its refrigerator, finding that flowers kept at a certain temperature keep better and last longer after delivery. The Union News Company, which is operating a soda fountain in the John C. Lewis Store, has added a Frigidaire to its equipment, and thirty AP 4 Frigidaires have been placed in the Brookline Apartments, on Southern Parkway, in addition to a number of smaller installments in groceries and other businesses of this type.

GOLDING EMBARKS ON DISTRIBUTOR'S CAREER

Evansville, Ind.—A. T. Golding, manager of advertising and sales promotion for Servel Sales, Inc., has resigned his position, effective July 28th, to become secretary and general manager of Central States Distributors, Inc., distributors for Servel in the St. Louis, Mo., area.

Mr. Golding came to Servel as assistant advertising manager in 1928 from Ottenheimer Bros., in Baltimore, where he had been advertising manager. With Servel Sales he was successively advanced to the position of sales promotion manager and in November of last year was made advertising manager also.

His position and experience with refrigeration manufacturers during the last few years fits him for the task his new position imposes upon him. Central States Distributors are exclusive distributors for Servel throughout the greater part of the state of Missouri, as well as a large portion of southern Illinois. In addition to the large number of Servel dealers already operating under this distributorship in St. Louis and outlying counties, Mr. Golding expects to build up his organization to the point where every major city and town throughout the terrirtory will have high grade Servel representation.

SCHAEFER OF MINNEAPOLIS REPRESENTS UNIVERSAL

Minneapolis, Minn.—Harold L. Schaefer, Inc., 3025 Hennepin Ave., has been appointed Northwest distributor for the full line of electric refrigeration units manufactured by the Universal Cooler Corporation of Detroit, Michigan.

Mr. Schaefer reports that he has already appointed a large number of agents in various towns throughout the territory. The equipment is sold, either complete as an electric refrigerator for the home, or the unit alone can be installed in built-in ice boxes or in the basement with the cooling pipes running to the icebox.

The complete line offered includes the household models, ice cream coolers, water coolers, milk coolers, and soda fountain and meat market installations.

SHREVEPORT WINS FIRST PRIZE

Shreveport, La.—In a competition between the various branches of the Southwestern Gas and Electric Company, Kelvinator distributors, for the best Kelvinator window display, the arrangement gotten up by H. P. McKean, manager of the refrigeration merchandising department at Shreveport, was awarded first place. The display features Kelvinator's four-way cold and its rapid freezing qualities.

No Dining Room Big Enough

The 3,500 Williams representatives gathered under one roof in one of the factory buildings for their meals during the Convention.

The ECONOMY *note is sounded by*

General Electric Magazine Advertising
General Electric Newspaper Advertising
General Electric Sales Promotion Material
General Electric Direct Mail Campaigns
General Electric Radio Broadcasting

Words and music adapted by General Electric Refrigerator

The entire General Electric Sales Promotion Department has banded together to teach the public a new tune: "I Can Afford It!" Join in—and we'll soon have everybody singing it!

Join us in the General Electric Program broadcast every Saturday evening on a nation-wide N. B. C. network.

GENERAL ELECTRIC

ALL-STEEL REFRIGERATOR

ELECTRIC WATER COOLERS COMMERCIAL REFRIGERATORS ELECTRIC MILK COOLERS

ELECTRIC REFRIGERATION DEPT., GENERAL ELECTRIC CO., HANNA BLDG., 1400 EUCLID AVE., CLEVELAND, O.

TRUSTY REFRIGERATOR DEFIES CONFLAGRATION

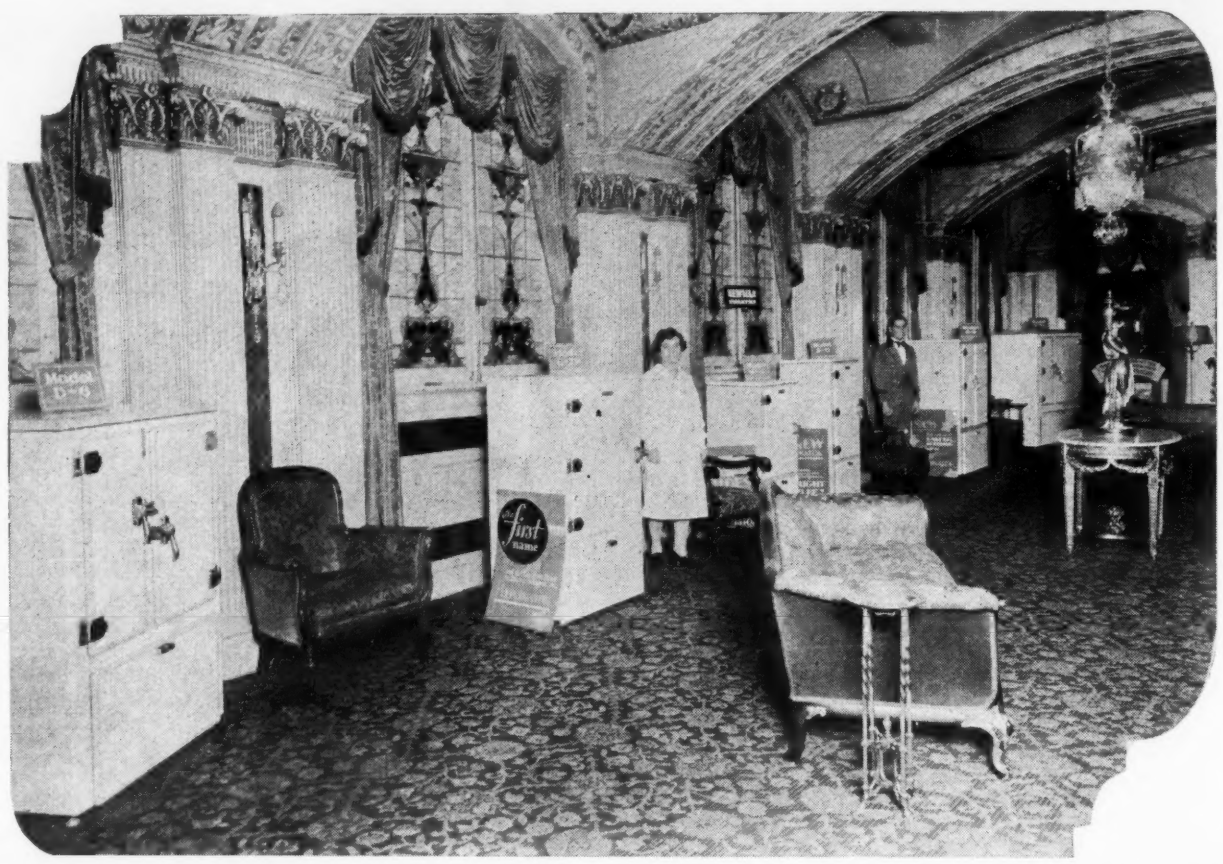
Bingham, Me.—Credit goes to a General Electric refrigerator for saving important papers from being destroyed by fire at the Central Maine Power Company offices here.

Pending the arrival of a safe, the company used a refrigerator for the safekeeping of their records. Then a fire destroyed the company's building, ruining everything but the refrigerator and the papers stored within it. The refrigerator then received a fire and water test quite unlike those to which General Electric subjected a machine to a short time ago. The firemen did their bit towards showering the machine with water.

In a letter from George Smith, of the Central Maine Power Company, to Gould-Farmer Company, General Electric distributors at Portland, Me., the following details were brought out:

"If there are any who look with questioning eye as to the veracity of the gruelling tests to which the manufacturer subjected the G. E. refrigerator, ample proof is furnished in a little incident up at Bingham, Me., when the company's store was destroyed by fire. John Patterson, manager, stored papers in the refrigerator, but little did he know that his good judgment would be tested so quickly, for early in the morning the store was destroyed by fire. When the flames finally had subsided he found that his fear for the safety of his records was groundless. Everything was in perfect shape, all records safe and as legible as on the night he placed them in the refrigerator—not even a scorch or smudge was visible. When the burned off extension cord had been replaced, the Monitor top of the refrigerator was found to be functioning in perfect shape and continued to merrily sing out its message of health preservation."

Kelvinators Steal the Show



Kansas City, Mo.—Patrons of the popular Newman Theatre, one of this city's largest and finest, have been indulging in frozen sweets for several weeks, Western Kelvinator being host. This company, which distributes the products of the Kelvinator Corporation of Detroit in the Kansas City area, displayed the line through the whole length of the mezzanine lobby of the theatre. In attendance were the Home Economist and her assistants and the theatre ushers who served the frozen dainties. The theatre management ran a trailer announcing the display and invited the ladies to visit it and partake of the frozen desserts and other danties which are very palatable during the summer season.

The enterprise proved profitable for the theatre and Western Kelvinator, as it is estimated that the average weekly attendance was about 35,000. Interest in refrigeration ran quite high.

G. E. DISTRIBUTORS VOTE FOR FREE SERVICE PLAN

(Concluded from Page 1, Column 3)

costs ourselves made the slogan possible.

"It was not to be expected that we should continue indefinitely to absorb all such costs, for as the number of our refrigerators in use increases by the hundreds of thousands, and as we are now in the fourth year of sales, we look forward to the time when some charges should be made, particularly for unwarranted calls or those made to perform service not properly chargeable to the product. For this reason, and because we found that the slogan was being misinterpreted to mean that no service of any kind was ever required, it was decided, as a matter of policy, to discontinue advertising it. However, no decision was made as to when or how we should begin making charges.

"A review of the distributors' and dealers' service costs shows that they continue to be relatively small. Practically all report satisfactory profits which is unusual in general business for this year, just as our substantial sales increase is an outstanding accomplishment.

"There is no urgent need for service charges, and your committee therefore unanimously recommends that without making any commitment for the future, we continue the policy of no service charges, until such time as the General Electric Company sees fit to change its present liberal replacement plan."

ELECTROLUX STILL SELLING WELL IN SOUTHERN CITY

Birmingham, Ala.—The Birmingham Gas Company continues to sweep Birmingham with Electrolux. Sales are continuing to set new records for the South. In order to build up a good reputation in Birmingham for Electrolux, the gas company has tried to install Electrolux in the majority of the apartment buildings. Latest installations made by the Birmingham Gas Company are: Richmond Apartments, 12 units; Fulghum Apartments, 4 units; Buena Vista, 4 units; Piedmont, 10 units; Oliver Apartments, 4 units, and Traiwick Apartments, 5 units.

BOSTON EDISON DISPLAYS WESTINGHOUSE

Boston, Mass.—Edison shops of the Edison Electric Illuminating Company of Boston, scattered all over Metropolitan Boston, are now retailing the new Westinghouse electric refrigerator. Units are sold on terms, and by arrangement payments are made on the monthly electric bill A branch retail unit and demonstration office has been opened by Buckley & Scott, Inc., Boston distributors for the Westinghouse refrigerators, in the Masonic building, Tremont street, a strategic location where thousands of persons pass every hour of the day.

BASKERVILLE COMPANY MOVES

Birmingham, Ala.—The Baskerville & Co., representing the Baker Ice Machine Company in Alabama, have moved into a new location at 409 North Twenty-Third Street. The company formerly had offices in the Martin building.

COPELANDS IN NEW SEATTLE APARTMENTS

Seattle, Wash.—Through the Copeland Sales division of Harper-Meggee, Inc., of Seattle, the new El Monterey apartment home has been Copeland equipped.

MORE FRIGIDAIRE SALESMEN IN CLEVELAND TERRITORY

Cleveland, Ohio—As the result of a steady increase in Frigidaire sales and a large number of prospects, R. D. Russel, general sales manager of the William F. Gray, Inc., has announced additions to his sales force. Thirteen new salesmen have joined his force. They are: W. D. Snow, T. Lavin, H. M. Shafer D. A. Gran, C. J. Trau, E. A. Butler, J. J. Kreger, H. Rosenberg, Alex Cohen, L. W. Barrett, G. E. Heller, C. E. Marcelus, and U. W. Galley.

SIX COMPANIES DOMINATE SEATTLE SHOW

Seattle, Wash.—The electric refrigeration industry as a whole in this city was helped to new sales levels through the glittering eye-appealing displays of newest models and the efficient salesmen who manned these booths and handed out literature at the Northwest Merchants and Maritime Exposition, an annual feature each August in Seattle. Among the companies represented at the show were Copeland, General Electric, Electro-Kold, Frigid Zone, Frigidaire and Holbrook.

The fourteen suites of apartments in the new Be Rard Apartments of Seattle are to be served with Copeland multiple system electric refrigeration.

NEW OREGON DISTRIBUTOR FOR KELVINATOR

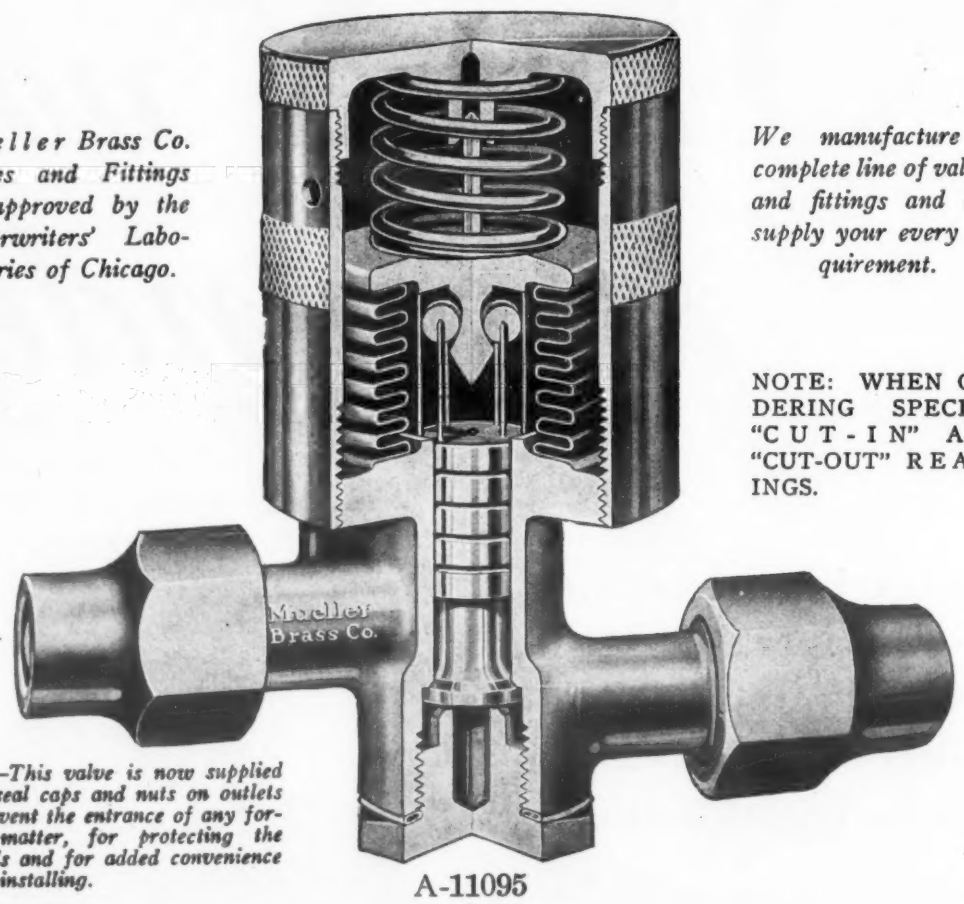
Portland, Oregon—The Powers Furniture Company, one of the oldest and largest stores in Oregon, was recently appointed Kelvinator distributor, with J. H. Anderson as manager of the Kelvinator department.

MUELLER

Two-Temperature Control

SNAP VALVE

Mueller Brass Co. Valves and Fittings are approved by the Underwriters' Laboratories of Chicago.



We manufacture a complete line of valves and fittings and can supply your every requirement.

NOTE: WHEN ORDERING SPECIFY "CUT-IN" AND "CUT-OUT" READINGS.

Note—This valve is now supplied with seal caps and nuts on outlets to prevent the entrance of any foreign matter, for protecting the threads and for added convenience when installing.

A-11095

This valve is so constructed as to make it a real aid to the service man. By merely turning the outside knurled case he can raise or lower the temperature without danger of losing the differential which was previously properly set.

The differential is built into the valve and cannot be changed.

The temperature range may be changed without the necessity of a recheck or numerous visits of the service man.

Simplicity of construction insures a long and trouble proof life.

The snap action feature prevents seat erosion and assures uniform performance.

The body is a brass forging, thus making it seep proof and free from defects.

Mueller Brass Co.

PORT HURON, MICHIGAN

THREE GENERATIONS OF BRASS MAKING

NEW ADJUSTABLE RANCO CONTROL

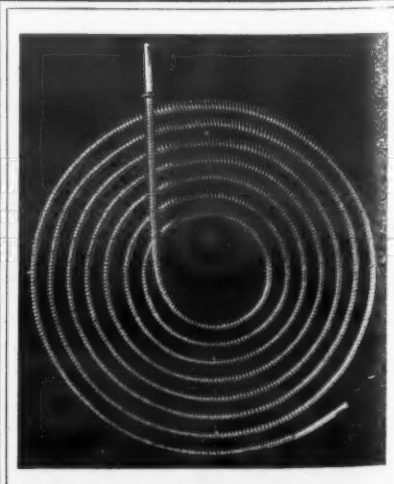
Provides an Ideal Temperature Range on Household Refrigerator

The Ranco Control for 1930 has many refinements and basic improvements which make it more than ever the ideal control for the modern household refrigerator.

WRITE FOR INFORMATION

The Automatic Reclosing Circuit Breaker Co.

COLUMBUS, OHIO U. S. A.



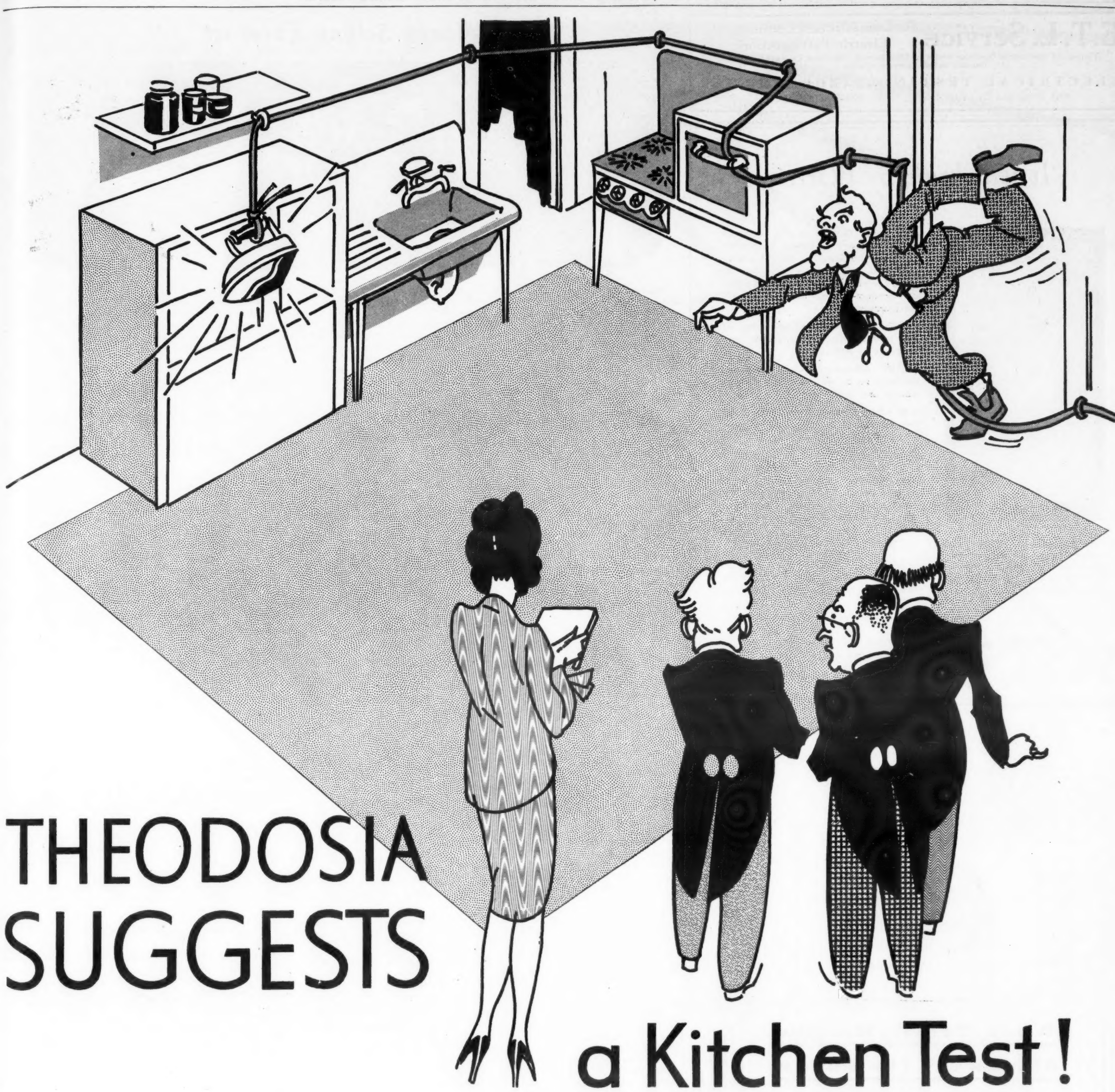
Specify

ROME-TURNEY CONDENSERS

Made of heavy gauge deoxidized seamless copper tube. One-piece construction. High efficiency. Designs for all requirements and conditions.

Rome-Turney Radiator Co.

ROME, N. Y.



THEODOSIA SUGGESTS a Kitchen Test!

With her keen feminine sense of the unusual, Theodosia Jones, S.O.S., A.W.O.L., 180°, has developed a 'kitchen test' for the structural strength of refrigerator cabinets which has occasioned some comment. Says Miss Jones:

"I place the refrigerator in a natural, informal, life-like posture next the sink. From the jam-shelf overhead I suspend the largest flatiron I have. Attached to this are stout cords running to the swing-door to the pantry, the oven door, the back-door and across the lintels of each door.

"The result is that most of the day the flat iron is satisfactorily flung against the side of the cabinet a great number of times.

"The effect is particularly desirable when Father trips over any of the door cords.

"Invariably I have found that in several thousand flat iron blows, the side of the cabinet is splendidly dented.

"This I consider deplorable manufacture."

There seems to be some sense in this idea of testing a refrigerator cabinet in the surroundings where it must operate. But the rest seems very silly. Merely attacking a modern refrigerator cabinet with a typical family is like blowing peas at the rock of Gibraltar. For the usual steel refrigerator cabinet, regardless of its type of insulation, is as strong as the average automobile body, and at no conceivable stage of its delivery or life does it encounter forces gigantic enough to mutilate it.

In this connection we respectfully call attention to a more practical "kitchen test," which thousands of women are making every day. They simply place *food* in their refrigerator cabinets, and note how well and at what low cost the refrigerator preserves that food at essential low temperatures. For these thousands of women the unique efficiency of refrigerators insulated with Dry-Zero is more important than battleship strength.

DRY·ZERO CORPORATION

130 NORTH WELLS STREET CHICAGO, ILLINOIS

DRY·ZERO

THE MOST EFFICIENT COMMERCIAL INSULANT KNOWN

E.T.L. Service for Domestic and Commercial Electric Refrigeration

Testing and experimental laboratory service for Manufacturer, Distributor, Central Station—
Test data exclusive property of client.

ELECTRICAL TESTING LABORATORIES

80th Street and East End Avenue, NEW YORK CITY, N. Y.

"It was built by BOHN"

The name BOHN is our warranty that the finest materials obtainable have been utilized by skilled craftsmen and refrigeration engineers to build for you this beautiful and scientific product—an all-porcelain BOHN refrigerator.

BOHN installations include many of the leading hotels, restaurants and hospitals in America.

BOHN refrigerators are used exclusively on all Pullman-built railway dining and buffet cars.

The United States War Department has purchased hundreds of all-porcelain BOHN refrigerators for our army barracks and battleships.

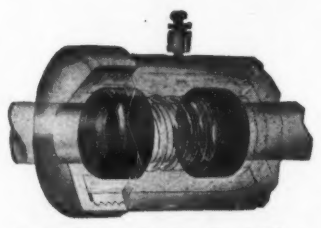
In choosing BOHN refrigerators, discriminating home owners throughout the country have given BOHN a representative list of which any manufacturer might be proud.

The handy base cabinet may either be used for refrigerating machinery or the storage of cooking utensils, canned goods, vegetables, etc.

Write for details of the remarkably low prices that are now prevailing.

BOHN REFRIGERATOR COMPANY
SAINT PAUL, MINNESOTA

WITH THE SHAFT ROTATES WITH THE SHAFT ROTATES WITH THE SHAFT ROTATES



Style No. 2 Cooke Seal Ring

When Profit Margins Shrink . . . The Cooke Seal Ring is Needed

Keener competition and narrower profit margins emphasize the value to maker and distributor of the Cooke Seal Ring on refrigeration machines.

It is leak proof. The most volatile refrigerant cannot get by its smooth-running ground joint. Not only does it do away with leaking refrigerant but, on other machines not Cooke-equipped, it enables dealers to repair, on the job, with a minimum of time and labor, worn-out packing or other types of seals.

Cooke Seal Rings don't leak, squeak or overload the motor. First cost is their only cost and they last indefinitely. Use the coupon now.

COOKE Seal Ring

20 N. Green St. Chicago, Illinois Dept. D

Cooke Seal Ring,
20 N. Green St., Chicago, Dept. D

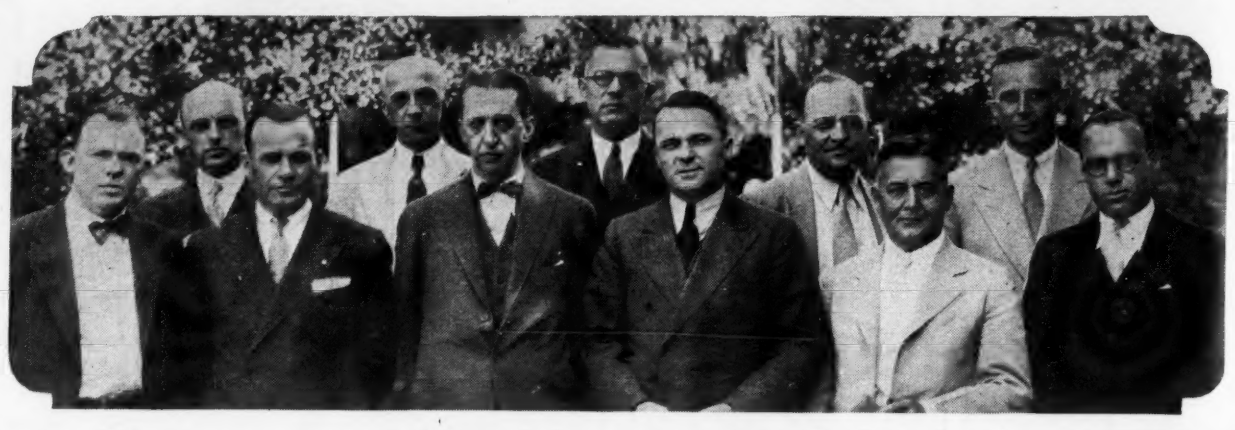
Please tell me more about Cooke Seal Rings.

Name.....

Address.....

City.....State.....

Heavy Selling Forecast



Dayton, Ohio—Plans for the merchandising of Frigidaire products, especially the new popular priced "Gray Line" models, were discussed by Frigidaire officials and representatives of a group of power companies at a recent meeting in Dayton. In the picture are shown, reading from left to right, front row: C. K. Magers, Union Gas & Electric Co., Cincinnati; Smither Merrill, assistant commercial and merchandising manager, the Toledo Edison Company, Toledo; J. A. Harlan, vice-president, Frigidaire Corporation; George S. Jones, Jr., manager public utilities division, Frigidaire Corporation; W. C. Campbell, commercial manager, Tennessee Electric Power Co., Chattanooga; Harry Restofski, assistant manager of appliance sales, West Penn Power Co., Pittsburgh. Back row: S. R. Sellers, manager of appliance sales, West Penn Power Co., Pittsburgh; G. H. Hunelfelt, merchandising manager, Union Gas & Electric Co., Cincinnati; F. H. McCullough, merchandising manager, Kansas Gas & Electric Co., Wichita; K. L. Fitzpatrick, merchandising manager, the Dayton Power & Light Co.; B. B. Geyer, president of the Geyer Company, Dayton.

LEONARD'S ANNIVERSARY MARKED BY BIG DOINGS

Grand Rapids, Mich.—The Leonard Refrigerator Company celebrated its fiftieth anniversary August 15 to 20, holding, simultaneously, its fifth annual sales conference.

The program was a big one, beginning with two days, August 15 and 16, at Grand Rapids, and concluding with three days, August 18-20, at Detroit.

The speakers and subjects discussed on the Friday morning program were:

Outline of Fifth Annual Sales Conference—A. H. Jaeger.

Description of 1931 Line—M. J. Goulooze.

Inspection—R. Curriston.

A Viewpoint and Comparison of the 1931 Line—G. H. Beld.

Display and Examination of 1931-50th Anniversary Line.

A Factory Viewpoint of Product and Sales—F. H. Brebner.

Production and Planning—K. L. Phillips.

Shipping of Ice and Electric Cabinets—J. E. Chamberlain.

After lunch and a trip through the factory, the conference was resumed with the following talks:

How Leonard Will Promote Leonard Products for the 1931 Season—W. W. Garrison.

Why the 50th Anniversary Line Should Increase the Old Line.

The Saturday forenoon program was devoted to Leonard distributors, who spoke, in turn, on the subject of "How the 1931 Line Will Help My Volume." Those who discussed this topic were George Sikkenga, E. W. McCasky, I. E. Cope, J. B. Nicolson, J. B. Whittier, and B. T. Roe.

The afternoon program was as follows:

Service Complaints—R. W. Tyler.

Discussion—And How Selling Affects Service—A. H. Jaeger.

1931 Territory Line-Up Margins—B. E. White.

These talks were followed by individual sessions on service, stocks, sales problems, call reports and mailing lists, participated in by Messrs. Tyler, White, Jaeger, Quant, McCasky, Cope, Nicolson, Whittier, Roe and Sikkenga.

The conference was resumed at Detroit Monday, August 18. During the morning and afternoon sessions addresses were made by President Mason, Vice-President Burritt, H. G. Perkins, assistant to the president; Treasurer Lewis, Advertising Director Taylor, Cabinet Design Engineer Thomas, Sales Manager Sayre, Commercial Sales Manager Fernald, Sales Promotion Manager Woodcox, ReDisco Vice-President Armstrong, Comptroller Crossett, Orders and Distribution Manager Lyons, and ReDisCo Vice-President and Treasurer Egan.

On Tuesday, August 19, an address was made on "The Factory," by Works Manager Evans, and a trip was made through the plant. Addresses on service in general and the Leonard Service School were made by Service Manager Seibert.

The real event of the 50th anniversary celebration was the banquet at the Detroit Athletic Club Tuesday night, which was attended by Leonard executives and field men and by the executives and department heads of the Kelvinator Corporation. President G. W. Mason delivered an address in which he reviewed Leonard's long history and achievements in refrigerator manufacturing.

B. T. Roe, Leonard sales representative in the western New York, western Pennsylvania, Virginia, West Virginia and North Carolina terrritory, was presented with a traveling bag as a prize for sales leadership, and the field representatives presented Mr. Jaeger with a set of English pipes, beautifully cased.

It was brought out at the conference that Leonard has advertised consistently for 32 years, and that there are now 2,500,000 users of Leonard refrigerators of all kinds, domestic and commercial.

GOOD BUSINESS REPORTED FROM CONNECTICUT

Hartford, Conn.—The Oilectric Appliance Co., of 4 American Row, this city, distributor for Williams Ice-O-Matic refrigeration and Oil-o-Matic oil-burning systems, has removed to new offices and showrooms at 181 Ann Street. Samuel Robin, president of the company, has a gratifying report to make on the amount of business done by the company during the first six months of the year.

The amount of sales of both refrigeration units and oil burner units is approximately double that of the first six months of 1929. Raymond Robin is secretary and treasurer of this company.

ST. LOUIS COMPANY TO MARKET NEW MACHINE

St. Louis, Mo.—The International Heating Company of St. Louis has recently obtained patent rights on a new type of compressor that is radically different from others on the market. One of the novel and patented features of the compressor is the mechanically operated discharge valve. This valve is timed to open and close at the proper and correct intervals.

This valve is extremely quiet, as it does not break contact with its seat, but due to its lapping motion generates its own seat and the longer it operates the better the seat becomes, thus increasing the efficiency of the compressor.

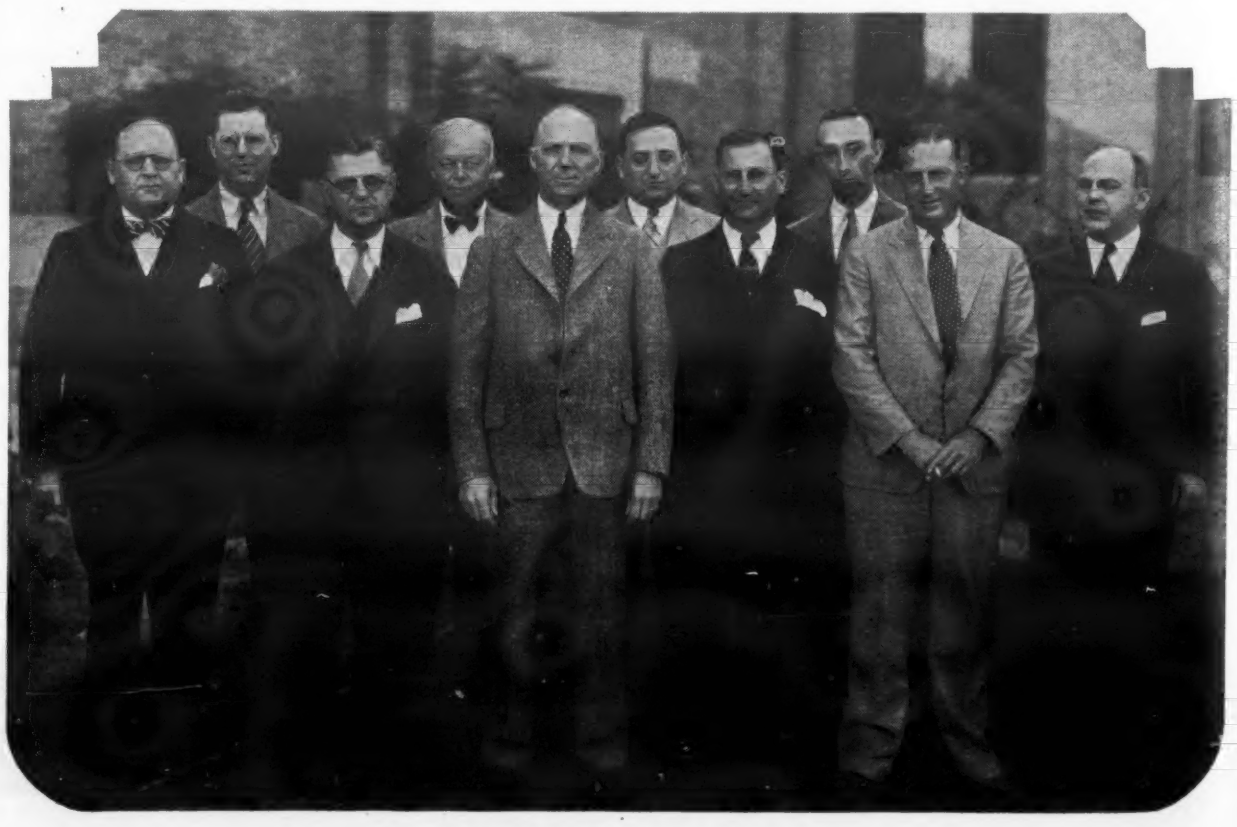
The seal in this gyratory compressor is an additional feature, covered by basic patents. This seal generates its own seat by what is known as a lapping motion, and the longer it operates the more efficient it becomes. This seal can be run devoid of lubricant, and will still function, and will not injure it in any manner.

All parts of this compressor are made of special analysis metal, which assures the best of wearing qualities. This compressor runs quietly and is vibrationless, due to the fact there is no reversal of the moving parts as all parts operate in the same direction.

The compressor can be operated successfully on either the expansion or flooded system. The International Heating Company will soon be in a position to supply this compressor through dealers and distributors, and in addition, will be ready to furnish them to organizations which may desire to assemble units under their own names.

HARTFORD WIRE WORKS NOW REPRESENTS WAYNE

Hartford, Conn.—The Hartford Wire Works, 90-92 Allyn Street, has distributing rights in this territory for the Wayne electric refrigerator. The comuany is selling and servicing the system, which is sold in a Seeger cabinet. The feature of the line just now is Model 454S, 23 in. x 24 in. x 49¼ in. high, which sells for $149.50. In local advertising the Wayne is called the system within the reach of everyone's pocketbook.



Leonard men gather for 50th anniversary celebration

Refrigeration is Pacemaker in Toledo Edison's Summer Drive

Toledo, Ohio—An electrical merchandising campaign, conducted by the Toledo Edison Company, was so outstanding that it has drawn editorials of praise from Toledo daily papers.

The feat of selling more than its quota of a half million dollars of electrical merchandise in fifty-two working days, was regarded by the editorial writers as conclusive evidence that people have not stopped buying for their legitimate needs and improvement of living standards.

While the sales effort took in various types of electrical appliances, electric refrigerators sold totaled 915 units—General Electric refrigerators and Frigidaires. Washers, ironers, irons, radios, fans, portable lamps, health lamps, cookers, mazda lamps, signs, fixtures, commercial electric appliances, vacuum sweepers, ranges, toasters, small motors, clocks, heaters, waffle irons, wiring, floodlights, lighting equipment and water heaters were included in the appliances sold. H. G. Bogart Company, distributors for General Electric refrigerators in the Toledo territory, co-operated in the campaign.

Ahead at the Tape

With a quota of $500,000, the Toledo Edison Company sold $552,000, in face of the fact that conditions admittedly were not of the best to foster such an activity.

Introduction of this activity to the sales department was made at a banquet in the Commodore Perry Hotel. T. F. Kennedy and C. L. Proctor, the former general new business manager for Henry L. Doherty & Co., and the latter vice-president and general manager of the Toledo Edison Co., with representatives of the appliance manufacturers whose products were to be featured in the campaign, attended. The campaign was christened "The Doherty Record Campaign." Its emblem was that of a train, "The Doherty Special," each coach representing a division of the new business department. Each $100 in sales pushed the train one mile.

Just prior to the start of this activity the Toledo Edison took over the sale of General Electric refrigerators. The refrigeration division was augmented by the addition of a number of salesmen in order that a greater coverage could be given to this field. A new organization in the new business department, known as the Domestic Household Cooking and Heating division, was also organized.

Appliances upon which special stress was placed during the campaign were washers and ironers, refrigerators, ranges, water heaters, and the sale of commercial lighting equipment, such as signs, golf course lighting, displays and commercial appliances.

Plans for the campaign were worked out well in advance. Ed. Schmidt, new business manager, and Smither Merrill, assistant new business manager, held frequent meetings with their division heads, in which they covered every conceivable angle. A general sales meeting was held each morning at which the daily sales were reported and added so that each man in the department knew at all times just how the campaign was progressing. Peppy songs were sung to the accompaniment of a piano played by one of the members of the department. After this general meeting, the various divisions retired to their own meeting rooms, where business which only concerned their particular corps was discussed.

A daily bulletin was published by the department, embodying the outstanding features of the campaign, urging salesmen on to greater effort and presenting sales promotional ideas. At the same time a constructive advertising program was carried on in the newspapers. Timely and suitable window displays were installed in the main store and in all the branch stores.

Rivalry Intense

Letters telling of the standings of the salesmen were sent to their wives. A number of days in the campaign were dedicated to department heads and others. On these special days, increased effort was given to the garnering of sales. Divisions picked teams and there was a spirit of internal rivalry going on at all times. Prizes were given from time to time to further spur the salesmen to activity.

There were times when the "Doherty Special" was running behind schedule, but these times only served to spur the train crew on.

At the end of the campaign more than sixty-five per cent of the salesmen had attained their quota, some exceeding it by two or three times. Several of the men selling Thor washing and ironing equipment sold more than forty pieces of equipment each. Twenty men in the refrigeration division made their quota, and as the campaign ended, several were approaching the fifty-unit mark. Every man in the commercial electric division made his quota, sharing this honor with the rural division, while five in the domestic household cooking and heating division attained individual quota.

Among the major items sold by the department in the campaign were:

General Electric refrigerators and Frigidaires	915
Thor washers	736
Thor ironers	203
Electric irons	700
Radios	38
Fans	85
Portable lamps	33
Health lamps	8
Cookers	48
Premier vacuum sweepers	416
Electric ranges	167
Toasters	79
Small motors	7
Clocks	13
Heaters	11
Waffle irons	10
Water heaters	6

The following amounts, in addition, in dollar sales, were reported:

Mazda lamps	$ 8,473.00
Signs	25,680.00
Fixtures	1,150.00
Commercial electric appliances	252.00
Wiring	26,825.00
Floodlights	7,158.00
Lighting equipment	6,517.00

In adding 276 domestic customers, the rural division did an outstanding job. To connect all of these customers to the lines, it was necessary to sell miles of extensions with a value of $45,285.

The Load Increases

It is conservatively estimated that the sale of appliances during the campaign will add a total yearly consumption of 1,867,000 kilowatt hours. This kilowatt hour figure is nearly one-half of the 4,000,000 kilowatt hour quota that the power company's new business department set as its goal for the balance of the year when the present activity started. With four months left and two major sales activities yet to be consummated, it would not be surprising to see this quota exceeded. The estimated annual revenue that will be derived from the sale of appliances in the "Doherty Record Campaign" is $64,740, which will make the estimated annual revenue increase for the sale of appliances for the balance of the year approach the $150,000 mark if the kilowatt hour quota is exceeded.

Joe Fanning, as manager of the refrigeration department, was loud in his praise of the refrigerator division supervisors and salesmen. M. L. Ryan and M. G. Wrigley are the two supervisors for the domestic refrigeration division, and C. R. Honafius is the supervisor of the commercial refrigeration division.

The electric refrigerator sales accounted for a big part of the total sales. Here are some of the refrigerator salesmen's totals:

Water Coolers	
S. Lupe	$25,964.73
Commercial Refrigeration	
J. Bolton	$23,240.17
C. Day	15,315.18
H. Benington	14,940.94
E. Matherson	13,815.50
Domestic Refrigeration	
R. Tubbs	$13,404.47
B. Rinker	12,043.50
F. Cook	11,912.05
R. Smith	10,259.09
F. Jeffries	9,194.41
H. Jacobs	9,184.65
S. Mueller	9,077.48
M. Tadlock	9,074.75
A. Duffey	9,039.07
H. Corby	9,030.07
Apartment House	
D. Foy	$11,232.68
L. Valois	11,438.45

"Many Toledo housewives have lightened burdens as a result of this new business campaign," says The Toledo Times, editorially, "for about a thousand washers and ironers were sold, more than 900 electric refrigeration units and hundreds of irons, toasters, fireless cookers, fans and other appliances were put into service through the campaign.

"It took courage to try this special sales effort, but the great spirit of Toledo Edison and its sales workers put the job over in a big way. It was one of the biggest tasks ever attempted by the company."

THREE NEW FRIGIDAIRE DEALERS

Cleveland, Ohio—Three new Frigidaire dealers have been added to the William F. Gray list. They are:

Grover Bauman, at London Road and Euclid Avenue; G. Travinker, at 9907 Lorain Avenue, with a branch at 4712 Madison Avenue, and E. D. Sutton at Meadowbrook and Lee Roads, Cleveland Heights.

An announcement of unusual importance will be found on page 7 in the September 10th issue of Electric Refrigeration News.

Carrying a great name, this new product represents a genuine opportunity for refrigerator dealers and for dealers of other merchandise who are looking for another fast selling, profit-making line for 1931.

Advance information may be had by addressing Box 275, care of Electric Refrigeration News. Get in on the ground floor and get the profits this great new product offers.

(130)

ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Refrigeration Industry

Published Every Two Weeks by

BUSINESS NEWS PUBLISHING CO.

550 Maccabees Building, Woodward Avenue and Putnam Street
Detroit, Michigan. Telephones: Columbia 4242-4243-4244

Subscription Rates:

United States and Possessions: $2.00 per year; three years for $5.00
All Other Countries: $2.25 per year; two years for $4.00

Advertising Rates on Request

F. M. COCKRELL, *Publisher*

WILLIAM JABINE, *Editor* — FREDERICK W. BRACK, *Advertising Mgr.*
JOHN DRITTLER, *Managing Editor* — GEORGE N. CONGDON, *Business Manager*
GEORGE F. TAUBENECK, *Assistant Editor*

Eastern Manager: H. A. DeLashmutt, 1950 Graybar Bldg., New York, N. Y. Phone Lexington 9113
Chicago Representative: F. W. Henkel, 306 S. Wabash Ave., Phone Wabash 6668

Copyright 1930 by Business News Publishing Co.
VOL. 4, No. 26, Serial No. 102, Part 1 — August 27, 1930

What a Child!

RECKONING chronologically, electric refrigeration belongs among the nation's infant industries. It is so young that there is hardly a man of prominence in it, who was not brought up and trained in some other line of work.

But by any other means of reckoning, it is anything but infantile. It keeps outgrowing its clothes so fast that even those identified with it are amazed by the rapidity of its progress. It seems to move, not by leaps and bounds, but by transcontinental hops.

This year, for example, it has steadfastly refused to recognize that anything is wrong with business, and has gone right ahead with its job of establishing new sales records and making 1930 bigger than any year that has gone before. Perhaps it is the blindness of youth that has brought about this happy state of affairs, but if that is so, the industry is lucky in being young and vigorous at a time when youth and vigor are sure of a reward.

Here is the latest evidence, which appears on another page of this issue of the NEWS. Everybody knows about the General Electric Company; that it is one of the country's greatest industrial organizations; that for years it has been manufacturing various kinds of electrical equipment in vast quantities; and that it has been in the electric refrigeration business less than four years.

What everybody does not know is that the Electric Refrigeration Department is now second among the departments of the General Electric Company. The Incandescent Lamp Department has been left behind, and only the gigantic Motor Department is in front.

And nobody ever accused G. E. of being the whole refrigeration industry. The progress made by G. E. is only a constituent part of the progress made by the entire industry. The infant has grown up.

* * *

"Go Out and Work"

ONE of the most cogent reasons why the electric refrigeration industry has grown so fast is the spirit and enthusiasm of the men within its ranks. By its very nature, enthusiasm is a commodity that loses some, if not all, of its bloom when an attempt is made to define and describe it. So the best way to prove that the electric refrigeration industry does not lack men with the crusader's spirit even in these parlous times, is to print in full a letter which has just come in, unsolicited, from a typical electric refrigeration man. His name is Dominic La Centra, and he lives in Massachusetts. Let's listen to him.

ELECTRIC REFRIGERATION NEWS

Gentlemen:

"I have been reading your paper quite frequently and have more than enjoyed its contents. I thought I would write you as I know that you are looking for news that might appeal to the trade.

"I have been in the automobile painting business for 18 years and recently gave up my business last December to become sales manager for the above firm, handling Kelvinators. I was rather discouraged from the beginning as I did not make any sales for 2 weeks. Going on to my third week I made four sales. This more or less encouraged me and up to the present time the above concern has sold close to $70,000 of domestic business of which I personally have sold between 80 and 85 per cent of this amount. During the May contest I won the National Prize which was a Grandfather Clock. I have a lot of faith in this line and believe the surface has been barely scratched.

"My object in writing you this letter was that business is good if you want to go after it. It makes me laugh when some of my salesmen say you can't sell, because times are hard. Stop talking hard times, go out and work. I do not know what an early evening at home means, I will stay till 3 in the A. M. if necessary to push refrigeration.

"An article of what can be done in merchandising this amount of business for only 2 salesmen might waken up some of your subscribers so that they can say to their salesmen, 'Here is proof, go thou and do the same.'"

Sincerely yours,
DOMINIC LA CENTRA.

Record Sales of
ELECTRIC REFRIGERATORS
Show Public Recognition of Their Advantages

FROM May 6 to July 31, under a cooperative selling arrangement between The New York Edison System and four manufacturers of Electric Refrigerators—Copeland, Frigidaire, General Electric and Kelvinator—sales contracts were written for **15,167** Electric Refrigerators, valued at **$2,690,147.**

Of the units covered by these contracts, **12,894** are being installed by the owners of apartment houses—an investment in better living conditions for their tenants.

These sales are a record. Never in so short a time have so many Electric Refrigerators been sold in this territory, or, so far as we know, in any comparable territory. This is convincing evidence of general recognition of the merits of Electric Refrigeration, its convenience, comfort, safe and certain preservation of food, and economy.

Apartment house owners have come to see that Electric Refrigeration is a necessity under present renting conditions.

Home owners no longer regard it as a luxury. And it isn't. Economy of operation—since electricity is so cheap that the cost of running a refrigerator is only a few cents a day—and savings on spoiled food make it a desirable investment.

Our refrigeration agents will be glad to tell YOU about prices and easy purchase terms. Why not get the information now?

Models of all four makes of refrigerators are displayed in our salesrooms.

The New York Edison System

President

The New York Edison Company — Brooklyn Edison Company, Inc.
The United Electric Light and Power Company
New York and Queens Electric Light and Power Company
The Yonkers Electric Light and Power Company

This advertisement in New York and Brooklyn papers helped to popularize refrigeration.

LINDEMAN TELLS REASONS FOR WRITING HIS BOOK

REFRIGERATION men all over the country have been reading S. O. Lindeman's book, "The Generals Go to War," with great interest ever since it was announced in the July 2nd issue of ELECTRIC REFRIGERATION NEWS. One of the many readers of the book (not a refrigeration man) was so interested that he wanted to know more about the genesis of the book. So he wrote Mr. Lindeman a letter asking among other things the direct question, "What prompted you to write it?" This letter of inquiry and Mr. Lindeman's reply are printed herewith.

Mr. Lindeman, who has been a special representative of Copeland in North and South Carolina and Tennessee, has terminated that connection with the Copeland organization and is devoting his entire time to the development of his former business of advertising and sales promotion for a number of clients. He still maintains an active interest in refrigeration, and refrigeration men who wish to get in touch with him can do so by writing him in care of the publishers of his book, the Business Publications Company, of Greensboro, North Carolina.

AMERICAN BOSCH MAGNETO CORP.
Springfield, Mass.
Office of the President

July 8, 1930.

Mr. S. O. Lindeman,
Greenboro, N. C.

Dear Mr. Lindeman:

The book which you were good enough to send me, dealing, as you say, primarily with the sales controversy which is now going on between General Motors and General Electric Companies, is interesting, inasmuch as you do state therein, in a detailed way, many economic truisms as they are applied to modern business practices, particularly by those companies producing trademarked articles which have a wide public appeal.

Having read the book, I am wondering what prompted you to write it. This may sound impertinent, but is not so intended. If you are free to tell me the motives which actuated its compilation, I shall be glad to know them. At any rate, many thanks for sending the book to me.

Sincerely yours,
A. T. MURRAY.

Mr. A. T. Murray,
American Bosch Magneto Corp.,
Springfield, Mass.

My Dear Mr. Murray:

Your letter of the 8th reached me here today. By the same mail I received a letter from my brother at Los Angeles, in which he said: "I've read your book and there are some fine things in it, but to be perfectly frank, I just can't figure why you wrote it."

This statement, plus your question as to what prompted me to write the book, causes me to reply in some detail, hoping that in writing you I may, myself, discover the real motive.

In 1916, after spending a number of years in the general advertising business, I took on the distribution of Delco Light Products in North and South Carolina. When the Delco Light Company began to manufacture Frigidaire I looked after the distribution of both lines of products in that same territory.

While working in these two states, I managed to increase the business from year to year until it reached nearly a million dollars in volume. Then I voluntarily surrendered all but seventy counties in North Carolina, and in that greatly reduced territory brought the sales up to over a million four hundred thousand.

I was not at all times in sympathy with factory policies, and I never hesitated to voice my criticism, so long as I felt it was of a constructive nature. Being a believer in equity in all things, I frequently sided with the factory as against the distributing organization, but as frequently took the opposite side.

Many of my friends consider me too loquacious. I admit that I *do* like to talk.

Since surrendering my Frigidaire franchise, I have quite naturally missed the opportunities I had formerly enjoyed to air my views, and it may be that my urge came as a result of pent-up energy and thoughts unexpressed. Perhaps I felt the need of an outlet for my ideas regarding a business with which I had had so much to do in its early history.

It is possible that I wrote because of my vanity. I may have believed that the electric refrigeration industry had need of S. O. Lindeman, his advice, ideas and suggestions.

Again, I may have been motivated by a desire (let me say a "sub-conscious" one) to advertise myself, or to indicate to my old associates and also to my former competitors that I was still to be reckoned with as a factor in the industry.

On page 16 of the book you will find the statement that the paramount reason for publication was my belief that advertising and sales promotion methods used by certain manufacturers could, and should, be placed on a more constructive basis.

I know that statement was made in all honesty, but it is possible that I was deceiving myself and that the paramount reason for publishing this book was an entirely different thing. It is not to be wondered at that a few of my readers have asked what possible difference it could make to me how other people conducted their business.

It so happens, however, that I have never been able to wholly divorce myself from any industry of which I have been a part. To this day I maintain a degree of contact with my old advertising clients—those whom I have not served for fifteen years or more.

I saw Frigidaire emerge from its swaddling clothes; I saw electric refrigeration grow from a puny infant to a powerful industry. I am so constituted that I simply could not be an idle onlooker when I felt that the business as a whole was threatened with competition of a destructive nature.

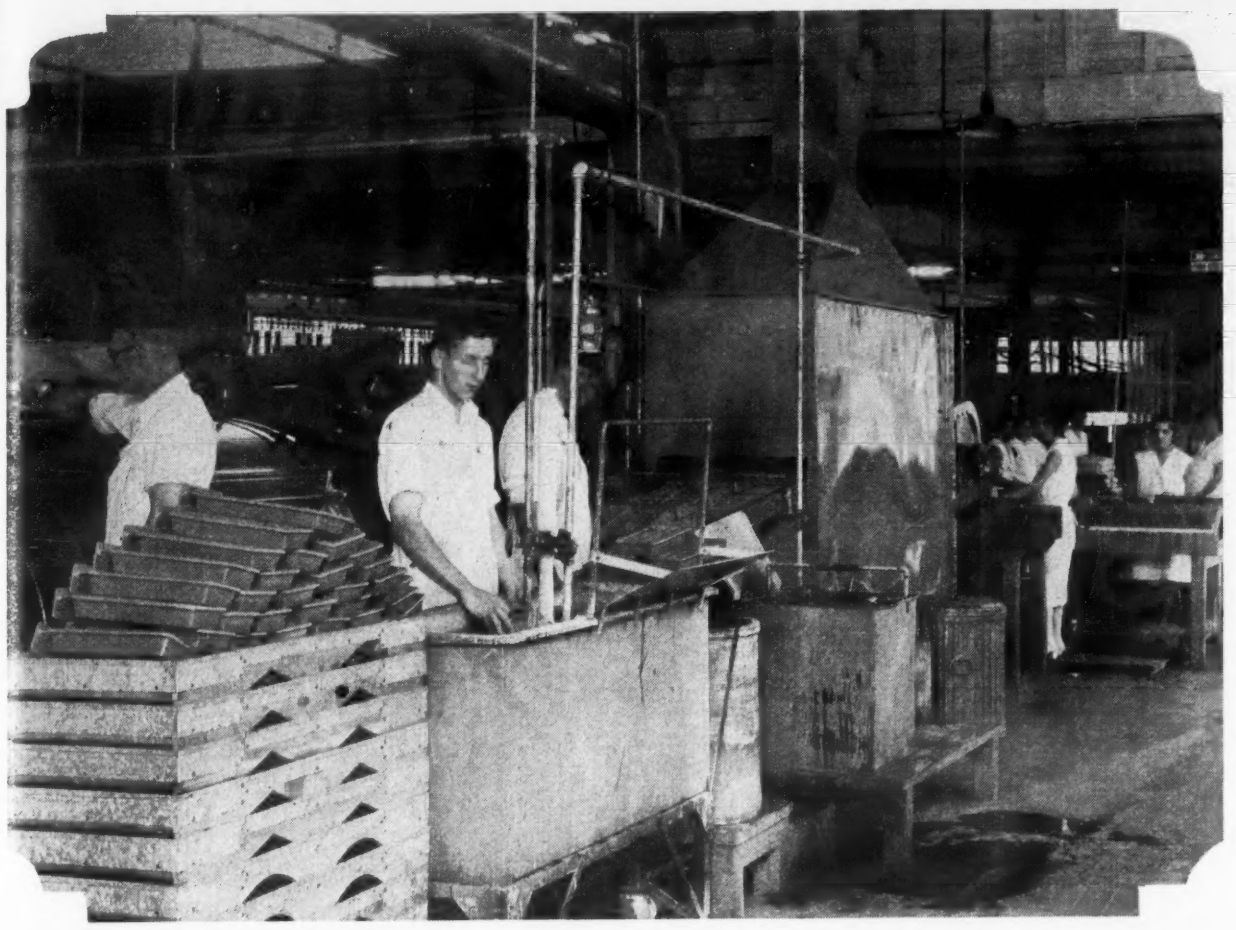
That my beliefs were not entirely wrong is quite well evidenced by a statement recently issued by Mr. T. K. Quinn, manager of the electric refrigeration department of the General Electric Company. You can read Mr. Quinn's complete statement in ELECTRIC REFRIGERATION NEWS of July 2nd. In part, Mr. Quinn says that, effective July first, his company "will eliminate from all advertising copy any statement of a negative character, and those which might tend to be destructive." He further promises to clarify the phrase, "No owner has ever spent a cent for service."

I trust this lengthy reply to your brief question has not tired you. Frankly, I do not know *why* I wrote the book, but I shall be happy at having done so if it results in bringing about a healthier condition in the industry, even though I may not benefit personally.

In conclusion, let me that if your question was prompted by a feeling that I had "an axe to grind," or that I was, in any way, unfriendly to the Frigidaire Corporation, or my former associates, let me assure you that such is not the case. The treatment accorded me during my long connection with that organization was most friendly and helpful. If circumstances were such that I could not "play the game" according to established rules, there was nothing left for me to do but "turn in my suit." However, I'm still interested in watching the game played, and I hope to see it done in a way that will reflect credit upon all the active participants.

Cordially and sincerely yours,
S. O. LINDEMAN.

Production Speeded Up



Preparing rubber trays to solve the ice cube problem.

Dayton, Ohio—The Inland Manufacturing Company, local subsidiary of General Motors, recently assumed selling and manufacturing rights for rubber trays from H. M. Dwelley, Inc., of Detroit, former exclusive distributors.

Already the new trays have been made standard equipment on the majority of the electric refrigerators, and production schedules at the Inland plant call for about 4,000 trays per working day. Frigidaire Corporation is taking more than 1,000 of the new "Quickube" trays per day to equip Frigidaires already installed in homes. Among the special features of the Frigidaire tray is a reinforced rust-proof steel frame which forms a handle and provides a tray of durability and convenience.

The Flexo-Tray fits in the various types of metal trays, and performs a service that for long has been a paramount need in the industry. Among the companies using Flexo-Tray as standard equipment may be found such names as General Electric, Westinghouse, Sears & Roebuck, Kelvinator, Electrolux, Copeland, Servel, Welsbach, Universal, Wayne, Keokuk, Zerozone and others. Additional concerns are being added to the fold each week, Inland officials report.

The new rubber tray is sold only to electric refrigerator manufacturers, it was said at the Inland plant, where it is available to dealers and distributors. It is sold as part of the regular equipment by most of the larger companies, and reports are that through its sale to present users of electric refrigerator equipment, salesmen are securing many tips on prospective purchasers for units or additional equipment. From various parts of the country reports received show that four out of five present users approached are sold the new rubber trays, while in one out of five calls made a tip on a good electric refrigerator prospect is received.

The Frigidaire Quickube trays are in an attractive green, while other companies are ordering them in a variety of colors.

Two years ago Lloyd G. Copeman, of Flint, Mich., one of electric refrigeration's bulwarks as far as inventive genius is concerned, created the first rubber ice tray. For some time he had been making a study of the metal tray problem, but it took a duck-hunting trip to show him the way to this revolutionizing contribution to the industry.

Tramping around through the marshes while on this trip, Copeman discovered that while ice froze around his rubber boots, it would not cling to them. There was an idea—and Copeman dug into the tray problem and produced the forerunner to the present highly successful Quickube and Flexotray.

Copeman had his troubles, however. He camped for months at the doorsteps of all the leading companies in the electric refrigeration field, but none were interested. They said his tray slowed up the freezing of cubes, and what the public wanted was speed. Later on, teaming up with H. M. Dwelley, former salesmanager for Kelvinator, Copeman forsook the manufacturers and concentrated on dealers and individual users of electric refrigerators. People about the country began talking about this new rubber tray. They told their friends and orders began coming in for them.

George Mason, then president of Copeland, ordered Copeman's Flexotray as standard equipment for his company's product. When he went with Kelvinator he did the same thing. Frigidaire engineers dug into the thing also, and their Quickube tray is the result.

Cubes are easily removed.

ROOM COOLERS ON DISPLAY IN LOUISVILLE

Louisville, Ky.—Frigidaire room coolers have recently been installed in the salesroom of the A. H. Thompson Company, Frigidaire distributors, Louisville, for demonstration purposes. With the mercury hovering around a hundred and over, it seems an opportune time to demonstrate the equipment. Frigidaire officials are enthusiastic over the possibilities of these room coolers, for which they foresee a big field, yet to be developed.

SUPER AUTOMATIC OIL HEATOR

The Price

of the SUPER *Automatic* Oil Heator is so low that the average home owner can afford both oil heating and electric refrigeration.

Why not sell both, and make two profits on one overhead?

THE SUPER OIL HEATOR CO.
275 Connecticut Blvd.
Hartford, Conn.

DETROIT'S GREAT HOMELIKE HOTEL

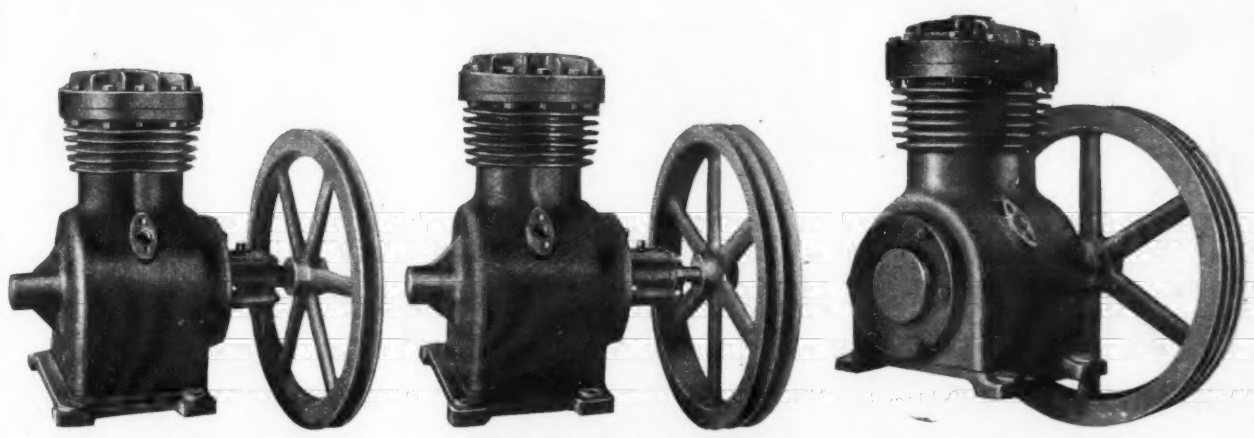
IN THE VERY HEART OF DETROIT

THE TULLER is the headquarters for tourists and travelers. Delightfully furnished, homelike atmosphere. Abundance of air and sunshine, large, spacious lobbies and lounging rooms. Famous for our restaurants.

800
ROOMS WITH BATH
$2.50 and up

HOTEL TULLER
Facing Grand Circus Park
HAROLD A. SAGE, Manager

ANNOUNCING
Parker
SULPHUR DIOXIDE COMPRESSORS

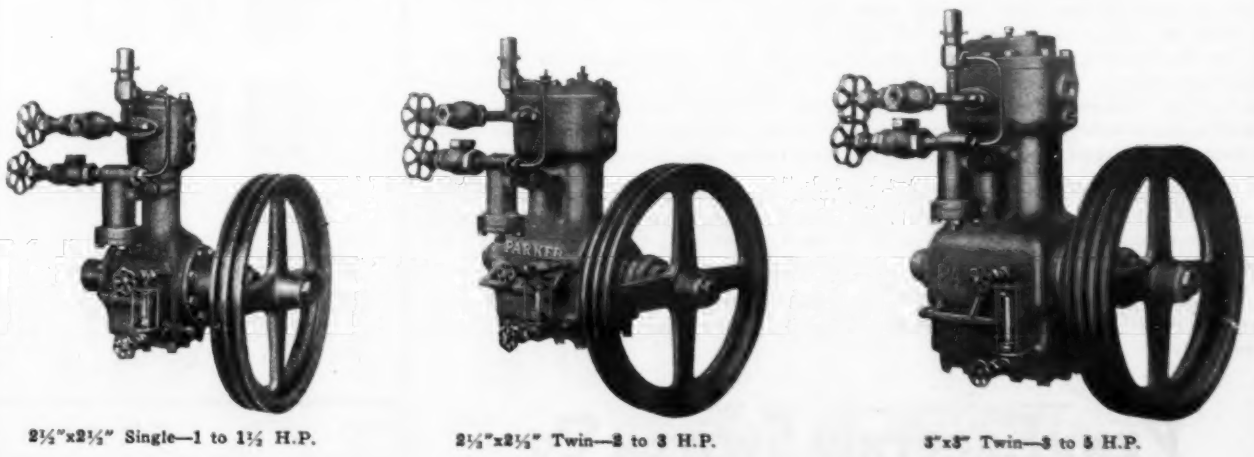


2½"x2¼" Twin—½ to ¾ H.P. 2½"x3¼" Twin—¾ to 1 H.P. 3"x3" Twin—1½ to 2 H.P.

A complete new series of Sulphur Dioxide Compressors for the Commercial Refrigeration field. Built by the pioneer refrigeration manufacturing firm of the Pacific Southwest. All castings and machined parts are made and assembled at the PARKER factory.

Full information describing these compressors and also complete self-contained condensing units is ready for distribution to all dealers interested.

AMMONIA COMPRESSORS
ARE AVAILABLE TO DEALERS IN ALL SIZES FROM 1 H.P. TO 50 H.P.



2½"x2½" Single—1 to 1½ H.P. 2½"x2½" Twin—2 to 3 H.P. 3"x3" Twin—3 to 5 H.P.

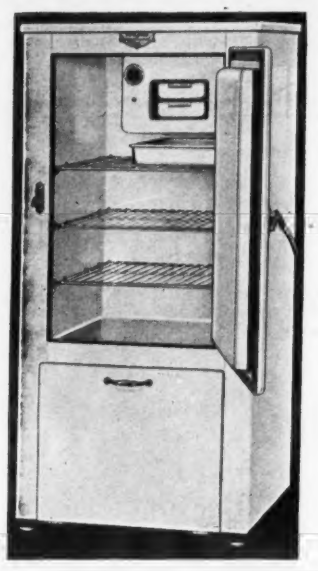
Factory
943 Third St.
San Bernardino, Cal.

MANUFACTURED BY
Parker Ice Machine Co.
ESTABLISHED 1899

Factory
2600 Santa Fe Ave.
Los Angeles, Cal.

EXTRA DRY ESOTOO
THE PUREST
SULPHUR DIOXIDE
Analysis Guaranteed
WE HAVE AN AGENT WITH OUR PRODUCT IN STOCK, NEAR YOU — WIRE US WHERE WE CAN SERVE YOU
VIRGINIA SMELTING CO. West Norfolk Va.
F. A. EUSTIS, Sec. 131 State St. BOSTON 2 Rector St. NEW YORK

NEW HEATPROOF CABINETS



When a Wayne starts to pull the heat out of this new cabinet, it has an easy job.

Why?

Because the Wayne cabinet—porcelain inside and out—is HEATPROOF—designed for Wayne by Seeger, and

Because the Wayne compressor has ample capacity.

The Result?

The power bills are lower—and your customer is happy; the machine does not labor at its job—your servicing costs are a minimum—and YOU are happy.

At this new low list price, Wayne will earn real profits for every dealer handling it.

Write us today. We'll send you full particulars.

$159.50 List

THE WAYNE HOME EQUIPMENT CO., FORT WAYNE, INDIANA

WAYNE ELECTRIC REFRIGERATOR

NEW WAYS are BETTER WAYS

the PENN TYPE 'J' UNIT CONTROL

OUT of the skies there came a new kind of transportation . . . a better mode of travel. The airplane. It breaches time and distances seem like short steps.

The fertile minds of the country's foremost engineers developed the electric refrigerator. It brought new conveniences, comfort, and a better way to preserve foodstuffs.

And now out of the Penn Laboratory comes the new Type J Unit Control—a highly perfected device, as revolutionary as the airplane when compared to an ox team—or an electric refrigerator to an "ice box."

Yet just as there are some who will never thrill in the flight of a plane and others who will cling to the silly fear that electric refrigerators are dangerous, some few manufacturers will still stick to antiquated controls. Perhaps they prefer them for price, perhaps they believe something new can't be perfected. But the Penn Type J is not only highly perfected, but is in reality several standard switches combined into one new, better, and compact instrument accepted by some of the largest, most experienced, and best known companies in the industry.

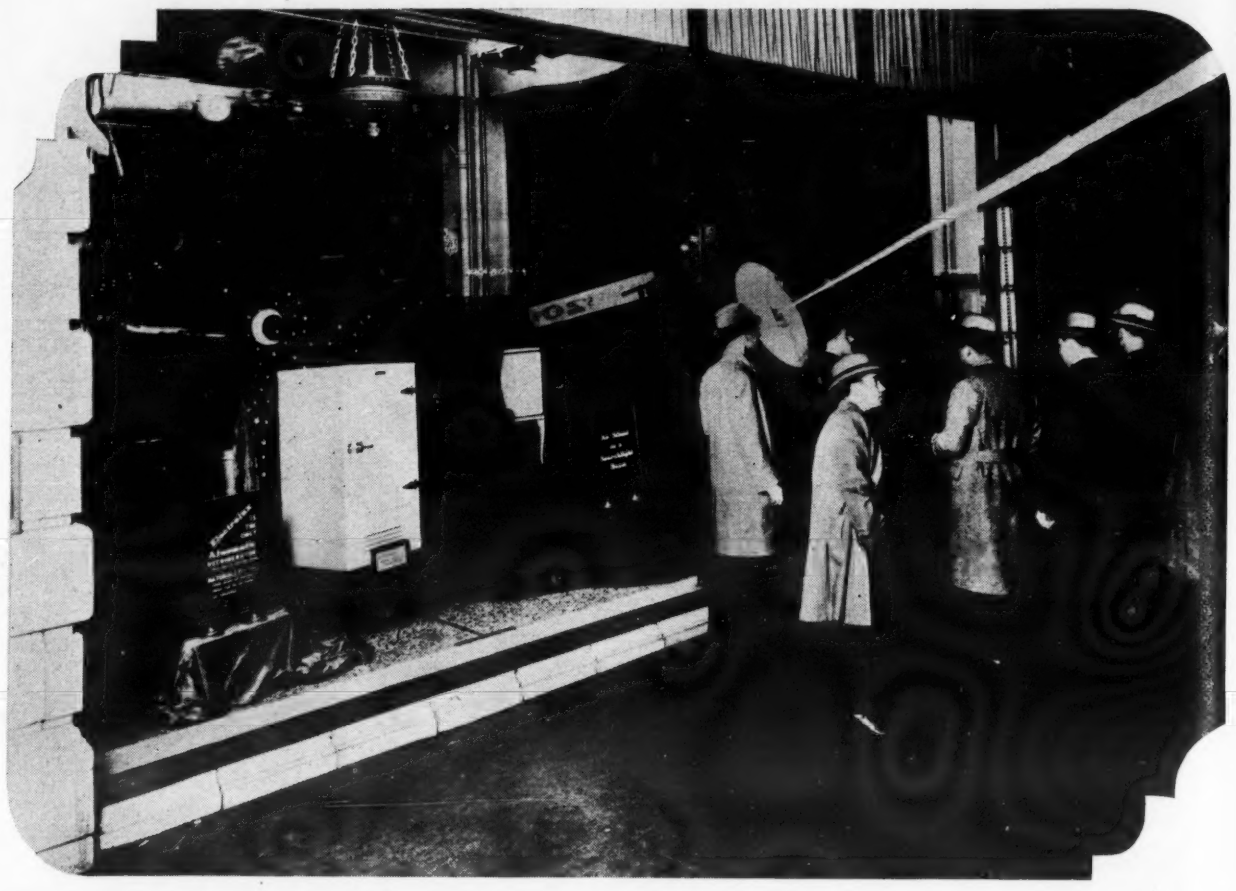
It gives complete control with one dial. Its movement in half circle lowers temperature to suit manufacturers' specifications, and is also used for starting and stopping when defrosting, and resetting of the switch if thermal overload protector has opened the circuit. In addition, Type J also provides a differential and range adjuster.

If you are going to keep pace with the industry, don't sacrifice any opportunity for improvement on your electric refrigerator. Investigate the Penn Type J Unit Control immediately.

PENN ELECTRIC SWITCH CO.
DES MOINES, IOWA

Penn Controls are now used as Standard Equipment by the manufacturers of the better refrigerators

Beaming Into First Place



Evansville, Ind.—The winners in the window display contest conducted throughout the country by Electrolux Refrigerator Sales Inc., have been announced. So many entries were received that the judges found their job a difficult one. They finally gave first place to the Minneapolis Gas Light Company; second prize to the Consumers Power Company of Flint, Michigan; and third to the Northern Indiana Public Service Company of Fort Wayne. A number of district and special prizes also were awarded.

The display of the Minneapolis Gas Light Company, which is shown in the accompanying photograph, capitalized the Electrolux slogan, "Silent as a Beam of Light." An aviation beacon light was placed in the show window on one of the city's principal business streets and was operated about four hours each evening. It attracted attention in the newspapers and it was estimated that 1,000 persons stopped to watch it each evening.

A good index of the popular interest in the beacon light, was provided unexpectedly one evening when an unusually brilliant Aurora Borealis made its appearance. Several hundred calls were received at the office of the Minneapolis Tribune from persons who wished to know whether they were seeing a real Aurora, or whether it was the Electrolux light performing some new evolutions.

A list of the prize winners in the contest follows:

Rank	Name	Prize
1st prize	Burt V. Anderson, Minneapolis Gas Light Co., Minneapolis, Minnesota	$150.00
2nd prize	Everitt M. Cowan, Consumers Power Co., Flint, Michigan	100.00
3rd prize	Calvin Bimer, Northern Indiana Public Service Co., Fort Wayne, Indiana	75.00
4th prize	W. D. Thurber, Southern Counties Gas Co., Los Angeles, California	50.00
5th prize	L. C. Heiss, Display Dept., The Philadelphia Gas Works Co., Philadelphia; Pa.	50.00
6th prize	Paul A. Brattain, Seattle Gas Company, Seattle, Washington	25.00

Special Canadian prize for window display was awarded to: J. C. Ogilvie, Consumers Gas Co., Toronto, Ontario, Canada.

The district winners for the pictures submitted by display men are listed below:

E. B. Rice, Cambridge Gas Light Co., Cambridge, Mass.

James W. Flynn, Jr., Springfield Gas Light Co., Springfield, Mass.

Guy Philp, Kings County Lighting Co., Brooklyn, N. Y.

G. W. Browne, Public Service Gas & Elec. Co., Newark, N. J.

H. C. Keefe, Public Service Gas & Elec. Co., Jersey City, N. J.

Lawrence C. Heiss, The Philadelphia Gas Works Co., Philadelphia, Pa.

A. E. Fletcher, Wilmington Gas Co., Wilmington, Dela.

A. S. Feidler, Ohio Fuel Gas Co., Toledo, Ohio.

R. B. Loomis, Brooklyn Union Gas Co., Brooklyn, N. Y.

James Bennett, Washington Gas Light Co., Washington, D. C.

A. S. Myers, Odell Hardware Co., Greensboro, N. C.

I. Matt Johnson, Atlanta Gas Light Co., Atlanta, Ga.

G. H. Schlatter, Birmingham Gas Co., Birmingham, Ala.

Syl C. Rieser, The LaClede Gas Light Co., St. Louis, Mo.

Everitt M. Cowan, Consumers Power Co., Flint, Mich.

Calvin Bimer, Northern Indiana Public Service Co., Fort Wayne, Ind.

Burt V. Anderson, Minneapolis Gas Light Co., Minneapolis, Minn.

E. M. Tracy, Metropolitan Utilities District, Omaha, Neb.

Fred B. Jenkins, Little Rock Gas & Fuel Co., Little Rock, Ark.

Paul A. Brattain, Seattle Gas Co., Seattle, Wash.

W. D. Thurber, Southern Counties Gas Co., Los Angeles, Calif.

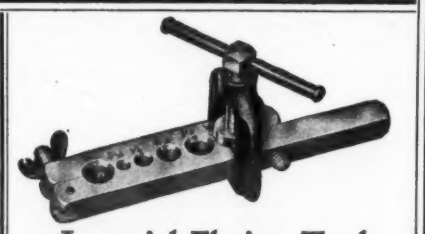
To Ray Martin of the Consolidated Gas Company, Electrolux extended an honorary award of $100.00. While Mr. Martin did not actively participate in this campaign, he has rendered material assistance to many dealers.

Imperial

Aids To Better Installations

Imperial Tube Cutter

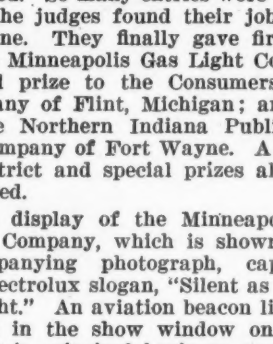
Here is a highly efficient tool for cutting copper, brass, block tin and lead tubing. It takes all sizes of tubing from ⅛" to ⅝" and makes a right-angle cut, quickly and cleanly, leaving no burrs or chips to clog the line. The tubing does not become out of round as when put in a vise. When this tool is used tubing can be cut in half the time required by old methods and a far better job results. No. 94-F Tube Cutter, each $2.50



Imperial Flaring Tool

Gives the proper flare and taper to the tubing for making up joints. A perfect flare means a tight joint and this tool does the work in least time and with utmost simplicity. No loose dies — no vise necessary. No. 93-F takes tubing sizes 7/16", 3/16", ¼", 5/16" ⅜", and ½", each $3.00

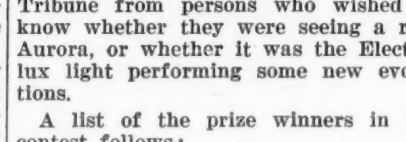
No. 95-F takes tubing sizes ¼", 5/16", ⅜", ½" and ⅝", each $4.00



Imperial Refacing Tool

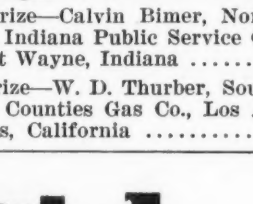
This new tool insures against leaks caused by S. A. E. couplings that do not seat properly. In use, the coupling is inserted into the correct adapter, then a few turns of the five-fluted hardened steel refacer produces a faultless seat of correct size and taper for a tight and leak-proof joint.

No. 100-F Refacing Tool with adapters for sizes ¼", 5/16", ⅜", 7/16" and ½". Per Set $3.75



Imperial Tube Bender

Just slip this tool over the tubing where the bend is to be made. Then bend both tube and coil by hand to whatever form desired. Seven Tube Benders comprise a complete set. No. 101F Tube Bender Set for tubing sizes ¼", 5/16", ⅜", 7/16", ½" and ⅝". Per Set $2.75



Imperial Brass Forgings

Accurately made to meet all the requirements of Iceless Refrigerator Manufacturers. Will not leak. Let us quote on your requirements.

Send for New Catalog

The Imperial Catalog, just off the press, illustrates and describes the complete Imperial line of Brass Forgings, Valves, Manifolds, Tools, etc. To become acquainted with the newest and most modern, send for this catalog today. It's free.

THE IMPERIAL BRASS MANUFACTURING CO.
565 SOUTH RACINE AVE. - - - CHICAGO, ILL.

DOUBLE DUTY KELVINATORS

Shreveport, La.—Kelvinators may be put to many useful tasks, other than that of food preservation, as is demonstrated by the experience of the Southwestern Gas & Electric Company at Shreveport. Seeking a novel use for the boxes, one that would gain the attention of the public and at the same time be of some immediate value, H. P. McKean, manager of the merchandising department of the company, worked out a plan whereby some of his stock models were used to cool the office and refrigeration display room.

Obtaining a ton and a half air conditioner, Mr. McKean connected it with the refrigerator box in such a manner that the conditioner would draw the cooled air out of the Kelvinator and discharge it into the offices. During the days of high temperature in August, this plant was found to be very agreeable to the office force.

The arrangement of the air conditioner and the Kelvinator was sufficient to cool 12,000 cu. ft. of space.

ADVERTISING BY OMAHA COMPANY GETS PROSPECTS

Omaha, Neb.—The Schmoller & Mueller Piano Company of Omaha has found that one of the best and cheapest methods of obtaining prospects for electric refrigerators is well prepared and well directed advertising. This company uses the same method followed by it for years in the piano business. A ten-inch double column space is used in the newspapers. This advertisement carries some of the reasons why one should own an Ice-O-Matic electric refrigerator.

The announcement is made that one of the machines will be given to some lady on a certain date. The competitor giving the most and best reasons why the housewife should own an Ice-O-Matic gets the machine. Here is the how of the deal. "We must spend so much in advertising if we ever hope to get any place in selling," said G. C. May, treasurer and sales manager of the company.

"Every advertisement carries a coupon that must be filled and delivered to the store in person.

"The coupon serves two objects. We get the ideas that will appeal to the lady looking for a refrigerator and those ideas are formulated into good sales talks for our selling force. The second thing accomplished is that we gain a live list of electric refrigerator prospects without making a house to house canvass. And it has worked out well for us. The lists so obtained have proved good and our sales stand up with the best of them, notwithstanding our late entrance into the field."

At present Schmoller & Mueller Piano Co. is selling pianos to the farmers. In doing this an instrument is loaded on a small truck and taken along so the salesman has a concrete selling plan. Mr. May is seriously considering doing this with the electric refrigerators. So many of the farmers now have electricity in their homes that prospects are almost as plentiful in the country as the city. Mr. May would select the size that best answers the needs of the farmer and the salesman could deliver the machine in five minutes after the sale was closed.

"No, the cost would not enter into the selling, as this has proved one of our cheapest plans for selling pianos," said Mr. May. "Make your sale and delivery all within the hour. The deal is then closed and the salesman feels greater confidence in his selling powers and accomplishes more for the house as well as himself.."

WALKER SELLS INTERESTS IN TOLEDO COMPANY

Toledo, Ohio—Announcement of the sale of his interest in the Frigidaire business here to the Frigidaire Corp., Dayton, Ohio, was made August 1 by E. H. Walker, president of the E. H. Walker Co., 221 Cherry Street. Business of the Frigidaire concern in Toledo will be conducted through its present dealer, the Toledo Edison Co., while the 32 counties formerly under Mr. Walker's jurisdiction will be handled as a zone out of the Dayton factory.

Through the sale of his interests Mr. Walker terminates an unusual record as a wholesale distributor. For two different years he led the entire United States and Canada in sales. At the inception of the Delco-Light business 14 years ago, Mr. Walker became distributor here for that organization. Later, when the Delco-Light Co. bought out Frigidaire, he also introduced this new product in this territory.

Though not willing to reveal his plans now, Mr. Walker said that after a short vacation he will resume activity in Toledo selling circles.

REFRIGERATION SUBJECT CAPTURES McGRAW PRIZE

THE James H. McGraw prize of $250 was awarded at the recent San Francisco Convention to C. F. Mowrey, of the Syracuse Lighting Company, Syracuse, N. Y., who chose as his subject, "Heating by the Refrigerating Cycle."

It is not often that refrigeration breaks into the list of N. E. L. A. prize winners, but Mr. Mowrey's unusual point of view appealed strongly to the judges. The essay proposes the development of refrigerating equipment for the purpose of removing heat from cold outdoor air in winter and delivering this heat to the rooms of a house through radiators at a temperature of about 100 degrees F. Considering the fact that the quantity of heat is not dependent on its temperature, the machine would act as a heat pump, simply pumping the heat to a higher temperature. Only a small proportion of the heat delivered into the house would be supplied by electricity.

KELVINATOR HOLDS ITS SECOND ANNUAL PICNIC

Detroit, Mich.—The entire Kelvinator organization, men, women, girls, boys, young ladies, young men and the kiddies, paraded in automobiles to Island Lake Park, 30 miles from Detroit, for the corporation's second annual picnic on Friday, August 22nd. The entire executive and administrative staff, from President Mason down, attended, and took part in the well filled program of sports and athletic events. All ate picnic lunches on the lawn, drank pop, and entered into the merry spirit of the occasion.

Besides the horseshoe pitching, baseball games, tugs of war, running and fat men's races, etc., dancing, swimming, fishing and boating were indulged in. The corporation contributed a Kelvinator, all attending were given numbered tickets, and the holder of the lucky number drew the gift. Winners of the various athletic events received valuable prizes.

PAUL JONES TO DIRECT ADVERTISING FOR SERVEL

Evansville, Ind.—Announcement has just been made by V. E. Vining, sales manager of Servel Sales, Inc., of the appointment of Paul Jones to the position of manager, advertising and sales promotion. He succeeds A. T. Golding, whose resignation and future connection with the St. Louis Servel distributor is announced in this issue.

Mr. Jones joined Servel in November, 1929, as educational director, and has been active in sales promotion and educational work in the field. His work has also included the preparing and writing of sales manuals and books of an educational nature for the individual Servel salesman. He brings to his new position a great deal of experience in the automatic refrigeration business. For several years he was sales manager for the Frigidaire distributor in Evansville, Ind., later organizing the Refrigeration Products Company to become Frigidaire distributor in the same area. He sold his interests in this company and resigned as its president in October, 1929, to become affiliated with Servel. His first-hand knowledge of the needs and problems of dealers and distributors alike should make the departments, whose direction he assumes, even more efficient in their work of developing sales potentials for Servel outlets.

WELSBACH CO. NAMES DISTRIBUTOR

Boston, Mass.—J. M. Dierkes, district manager of the Welsbach Company of New England, announces the appointment of Genden Brothers Company, Springfield, Mass., as Welsbach distributor for the western area of Massachusetts.

MODERNISTIC QUARTERS OPENED IN MIAMI

Miami, Fla.—The Miami Electric Refrigeration Company, dealer for the General Electric line, has just moved. The new quarters are in the recently completed Shrine Building, located on Biscayne Boulevard. Walls of the display room are finished in a modernistic design, shading from a dark background to a light silver. The floor is of parquet pattern in solid natural finish oak squares, with hangings to harmonize with the modernistic treatment on the walls. A mezzanine at the rear of the showroom provides office space.

The Miami Electric Refrigeration Company was organized in 1928, and because of the rapidly expanding business and growing market it became necessary to secure larger quarters than those occupied at 39 W. Flagler St.

DRY DRIER DRIEST

SULPHUR DIOXIDE

for Direct Charging

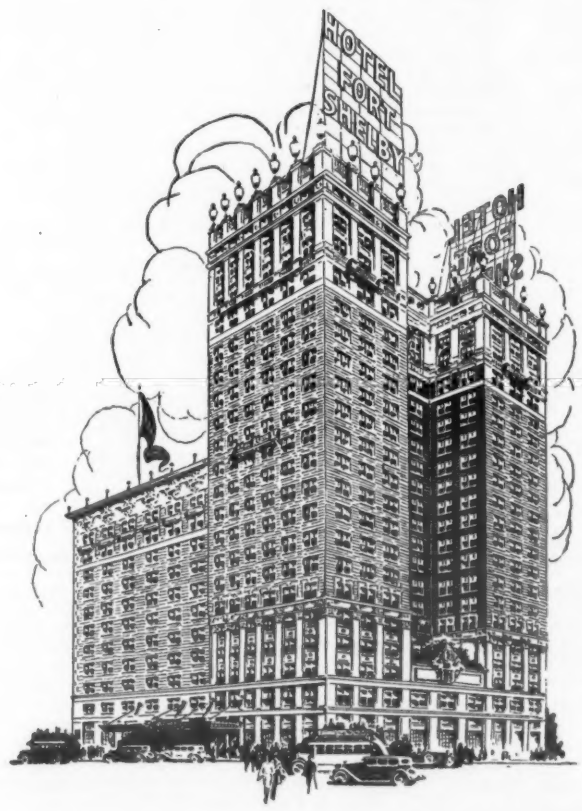
"Ansul" Sulphur Dioxide is scientifically dried through a four stage dehydrating system, each stage being composed of three units in series. Absolute manufacturing control is maintained throughout.

Also ton drums and tank cars

Every Cylinder Analyzed Pure Bone Dry

ANSUL CHEMICAL CO.
MARINETTE, WISCONSIN

So you're coming to DETROIT?

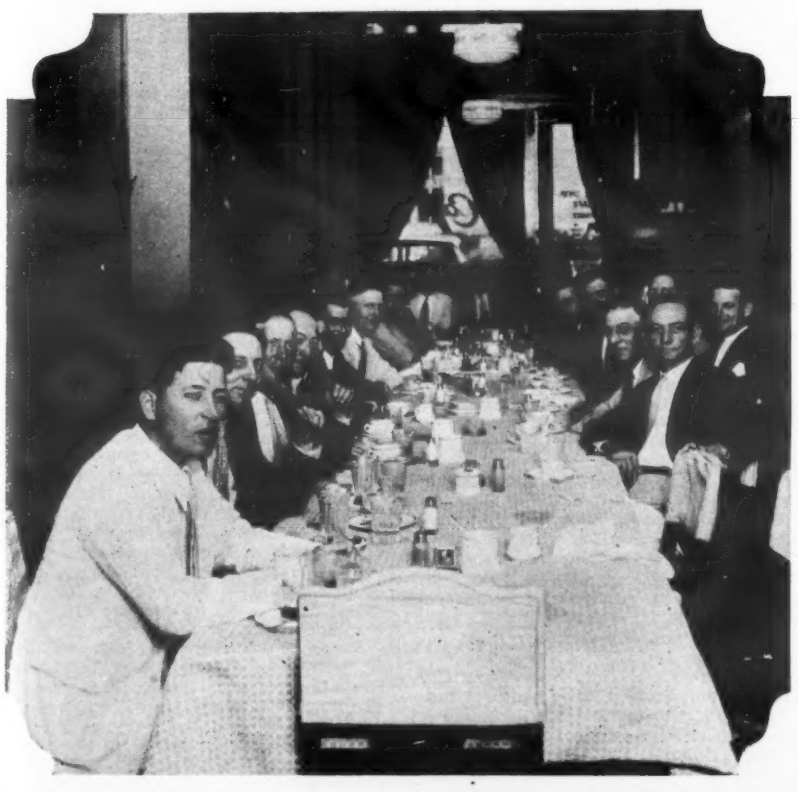


Wire and we'll make ticket reservation for you to theaters, concerts and sporting events—we'll have them ready when you arrive. Hotel Fort Shelby offers the dual advantage of a hushed, peaceful environment . . . and immediate proximity to the financial, theatrical and shopping centers of downtown Detroit. 900 attractive rooms—Servidor equipped. $3.00 per day and up. Write for direct motor route.

J. E. FRAWLEY, *Managing Director*
E. J. BRADWELL, *Manager*

HOTEL
FORT SHELBY
LA FAYETTE *at* FIRST, DETROIT

Texans Get-together



Houston, Tex.—Kelvinator dealers of Houston and Beaumont, Texas, recently were guests of the Neches Electric Company of Beaumont at a banquet given in the Ben Milam Hotel of Houston. Paul S. Wells, salesmanager of the Neches Electric Company presided, and R. A. Prather, owner and general manager of this distribution company, also was present. Prather and J. S. Cortinas, factory representative, made addresses at the session, while C. E. Mixon and J. D. Shively of Houston likewise talked on advertising. Sales plans for the coming fall months were considered at the meeting, and the Kelvinator men anticipate heavy selling during this period.

BUHRING
WATER PURIFIERS

have been sold since 1891. During these 39 years they have been imitated in appearance, but never equalled in quality and performance.

GUARANTEED to remove taste, color and odor

For Information Write

BUHRING WATER PURIFYING CO.
40 Murray St., New York City

REPRESENTATIVES: Allen-Buhring Water Purifying Service, Chicago, Ill.; Boston Filter Co., Boston, Mass.

The Imitation Food Products Co.

(Branch of The Artistic Production Co.)

107 Lawrence Street
Brooklyn, N. Y.

Ask for our catalog of January 1, 1930. Direct sales only. "Indispensable with refrigerator display."

Absopure

ELECTRIC FRIGERATOR

12 HOUSEHOLD MODELS

All porcelain and porcelain-lined. From 4.3 to 32 cu. feet capacity.

COMPLETE COMMERCIAL LINE For Meat Markets, Grocers, Florists, Apartment House Multiple.

THE Absopure franchise is an asset whose value will increase as refrigeration comes into its own. Some territory is still open. For details—write or wire the factory.

Absopure
Refrigeration Corporation
1560 Theodore Street
DETROIT - - MICHIGAN

BUT THEN..

IT'S PROFITS

YOU WANT!

Sales Volume, Yes! But profits—SURELY!

TEMPRITE distributors are realizing both.

The TEMPRITE line includes thirteen distinct models — a unit for every application. Every installation insures drinking water at—

50° always

Temprite distributors can bid successfully on water and beverage cooling jobs in their territories.

The deciding factor may be initial cost, installation cost, control of exit temperature, adaptability to the service required, all of which the distributor can use convincingly in selling TEMPRITES.

TEMPRITE water and beverage coolers assure distributors and dealers increased profits.

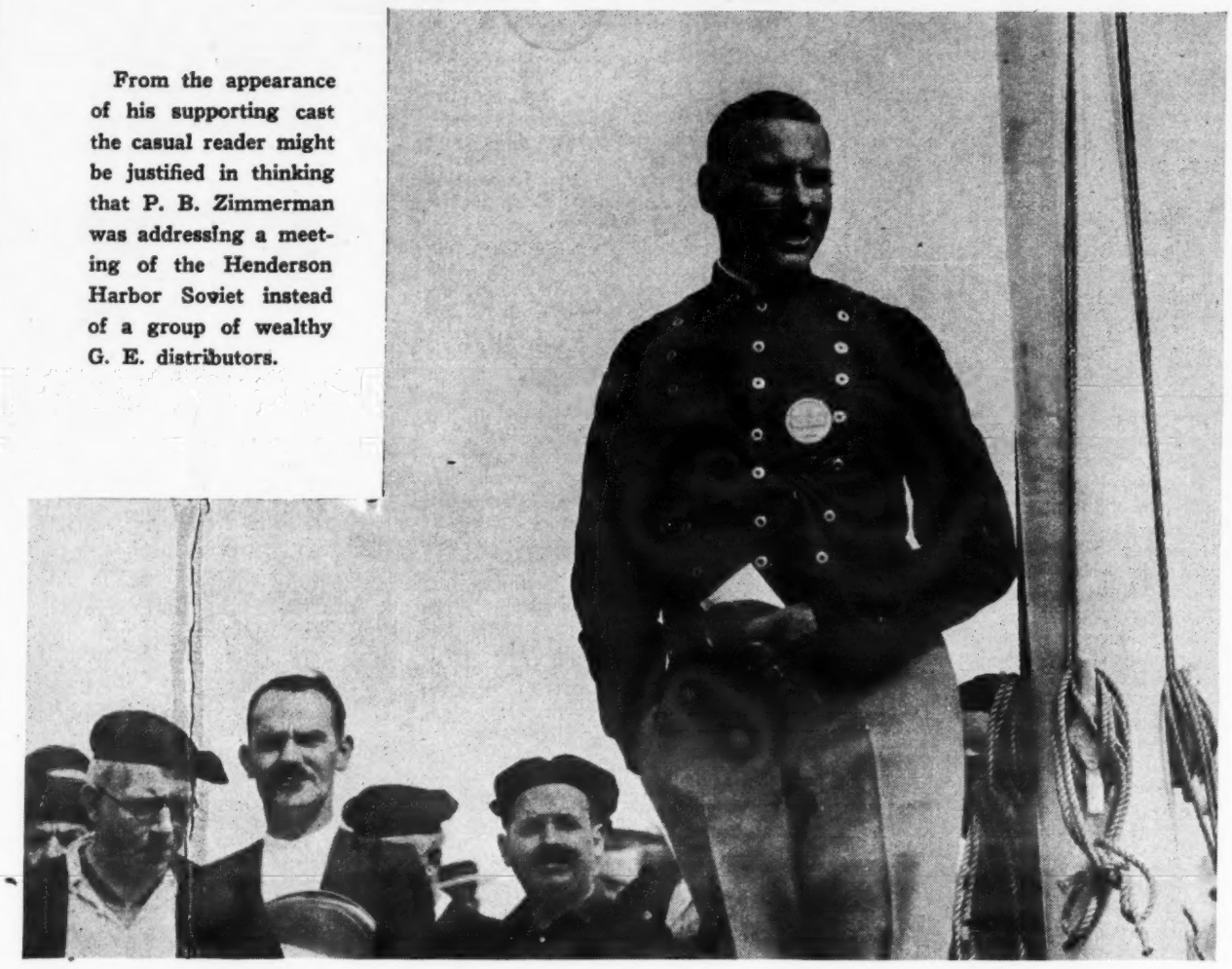
Choice territories are still open.

Write *today* for sales information and literature.

LIQUID COOLER Corporation
6527 Russell Street
Detroit • • Michigan

Welcoming the Throng

From the appearance of his supporting cast the casual reader might be justified in thinking that P. B. Zimmerman was addressing a meeting of the Henderson Harbor Soviet instead of a group of wealthy G. E. distributors.



THE MUSTER ROLL

(Concluded from Page 1, Column 5)

was the revelation that the Electric Refrigeration Department has moved up to second place among all departments of the General Electric Company. Electric refrigeration has passed the Incandescent Lamp Department and is now exceeded only by the Motor Department of the company. The fact that the General Electric Company is one of the largest corporations, in terms of stock values, in the country, and perhaps the largest industrial corporation, based on present market value of the stock, gives an idea of the tremendous growth of the industry in the past few years.

Those attending Camp Refrigeration IV, were:

J. M. Adams, W. D. Alexander Co., Atlanta, Ga.; Albert Ahrens, Ahrens Ref. Co., Oklahoma City, Okla.; W. D. Alexander, Jr., W. D. Alexander Co., Atlanta, Ga.; R. S. Ashley, National Elec. Supply, Washington, D. C.; L. A. Atchinson, General Electric Co., Schenectady, N. Y.; J. R. Atkinson, Page-Morris, Inc., Albany, N. Y.; Frank Atwater, Ermundson Refg. Corp.., Houston, Tex.; R. W. Ayres, General Electric Co., Schenectady, N. Y.; T. E. Babson, P. H. Harrison & Co., Newark, N. J.

Charles Baker, Maxon, Inc., Cleveland, Ohio; H. A. Baker, International G. E. Co., Schenectady, N. Y.; Carl Ballus, The Willis Co., Youngstown, O., Akron, Ohio; P. W. Banks, Gould-Farmer Co., Portland, Me.; M. T. Bard, General Electric Co., Cleveland, O.; R. T. Bard, Bard-Barger, Inc., Columbus, O.; Turner Barger, Bard-Barger, Inc., Columbus, O.; G. T. Bauder, George T. Bauder, San Diego, Calif.; George Belsey, The George Belsey Co., Los Angeles, Calif.; L. H. Bennett, The L. H. Bennett Co., Ltd., San Francisco, Calif.; A. V. Bice, Bard-Barger, Inc., Columbus, Ohio; A. T. Blakemore, Breckenridge, Inc., Davenport, Ia.; J. E. Blomquist, Frank Edwards Co., Salt Lake City, Utah; Charlie Boen, Edmundson Refg. Corp., Houston, Tex.; H. G. Bogart, Jr., H. G. Bogart Co., Toledo, Ohio; H. G. Bogart, Sr., H. G. Bogart Co., Toledo, Ohio; Fred Bollmeyer, General Electric Co., Cleveland, Ohio; H. H. Bosworth, General Electric Co., Cleveland, Ohio; J. L. Bouton, H. G. Bogart Co., Toledo, Ohio; D. E. Breckenridge, Breckenridge, Inc., Davenport, Ia.; I. B. Bricker, Ochiltree Elec. Co., Pittsburgh, Pa.; H. S. Brown, Canadian G. E. Co., Toronto, Canada; C. L. Brunne, Erco, Inc., Buffalo, N. Y.; Ross Bulpitt, Bulpitt Ref. Co., Springfield, Ill.; R. V. Burleigh, General Electric Co., Schenectady, N. Y.; J. C. Burns, Judson C. Burns, Inc., Philadelphia, Pa.; R. P. Burns, Judson C. Burns, Inc., Philadelphia, Pa.; W. R. Burns, R. Cooper, Jr., Inc., Chicago, Ill.; W. L. Burton, James & Co., Inc., St. Louis, Mo.

E. H. Campbell, Rex Cole, Inc., New York City; H. C. Caspers, Rex Cole, Inc., New York City; F. Chandler, General Electric Co., Cleveland, Ohio; D. G. Clark, Electric Device Co., Springfield, Mass.; E. G. Cloud, R. Cooper, Jr., Chicago, Ill.; F. M. Cockrell, Elec. Ref. News, Detroit, Mich.; J. W. Coghlin, Coghlin Elec. Co., Worcester, Mass.; Rex Cole, Rex Cole, Inc., New York City; E. O. Cone, E. O. Cone Co., El Paso, Tex.; G. H. Connelly, F. B. Connelly Co., Billings, Mont.; K. A. Connelly, F. B. Connelly Co., Billings, Mont.; R. F. Consler, Wheeler-Consler Corp., Rochester, N. Y.; John Convery, Judson C. Burns, Inc., Philadelphia, Pa.; H. M. Cook, H. G. Bogart Co., Toledo, Ohio; R. Cooper, Jr., R. Cooper, Jr., Inc., Chicago, Ill.; F. B. Cope, Cope Brothers, Memphis, Tenn.; F. M. Corliss, General Electric Co., Cleveland, Ohio; F. A. Coupal, Erco, Inc., Buffalo, N. Y.; H. H. Courtwright, Valley Electrical Supply Co., Fresno, Calif.; W. H. Crawford, General Contract Purchase Corp., Cleveland, Ohio; F. V. Cunningham, East Service Ref. Co.; F. H. Cushman, The Cushman Ref. Co., Cleveland, Ohio.

W. J. Daily, General Electric Co., Cleveland, Ohio; C. Dantsizen, General Electric Co., Schenectady, N. Y.; C. F. Davis, Bard-Barger, Inc., Columbus, Ohio; W. P. Davis, Judson C. Burns, Inc., Philadelphia, Pa.; Jean DeJen, General Electric Co., Cleveland, Ohio; J. T. Dickson, General Electric Co., Cleveland, Ohio; J. J. Donovan, General Electric Co., Cleveland, Ohio; C. P. Dow, Elec. Ref. Co. of N. E., Boston, Mass.; P. H. Dow, General Electric Co., Cleveland, Ohio; Frank Driscoll, P. H. Harrison & Co., Newark, N. J.; L. W. Driscoll, Southern Ref. Co., Charlotte, N. C.; W. L. Durhamer, George McCormick, Detroit, Mich.; J. S. Duncombe, R. Cooper, Jr., Chicago, Ill.; A. S. Dunning, A. S. Dunning Co., Duluth, Minn.

John Ecclestone, Erco, Inc., Buffalo, N. Y.; J. F. Eckel, General Electric Co., Schenectady, N. Y.; A. S. Edgar, Canadian G. E. Co., Toronto, Canada; E. B. Edmundson, Edmundson Refg. Corp., Houston, Tex.; Frank Edwards, Frank Edwards Co., Salt Lake City, Utah; M. S. Enochs, A. G. Riddick, Inc., Jackson, Mass.; Henry Ervin, Storz Elec. Ref. Co., Omaha, Nebr.; H. G. Evans, Glueck & Co., Kansas City, Mo.; R. W. Evans, Ochiltree Elec. Co., Pittsburgh, Pa.

H. C. Falkell, The L. H. Bennett Co., Ltd., San Francisco, Calif; E. M. Farmer, Gould-Farmer Co., Portland, Ore.; F. H. Faust, General Electric Co., Ft. Wayne, Ind.; R. H. Ferguson, General Electric Co., Chicago, Ill.; E. R. Fitzgerald, General Electric Co., Schenectady, N. Y.; H. J. Francis, General Contract Pur. Corp., New York City; G. H. French, Electric Device Co., Springfield, Mass.; A. E. Freshman, General Electric Co., St. Louis, Mo.; E. F. Fyler, Page-Morris, Inc., Albany, N. Y.

J. G. Gaines, General Electric Co., Cleveland, Ohio; R. E. Garrett, Commonwealth Ref. Co., Richmond, Va.; Dr. H. W. Garton, Camp Physician; C. D. Gentsch, General Electric Co., Cleveland, Ohio.; H. J. Gerlach, General Electric Co., Erie, Pa.; H. W. Gifford, R. Cooper, Jr., Inc., Chicago, Ill.; M. A. Glueck, Glueck & Co., Kansas City, Mo.; D. C. Goff, Southern Ref. Co., Charlotte, N. C.; Dr. N. T. Gordon, General Electric Co., Schenectady, N. Y.; Charles Gould, Gould-Farmer Company, Portland, Me.; A. R. Green, General Electric Co., Cleveland, Ohio; M. A. Greenburg, Eastern Hdwe. & Supply Co., Atlantic City, N. J.; S. C. Griswold, Griswold-Rogers, Dallas, Texas; W. A. Griswold, Page-Morris, Inc., Albany, N. Y.; Dupont Guerry, H. & G. Ref. Co., Inc., Greenville, S. C.; David Guyon, General Electric Co., Schenectady, N. Y.

H. P. Halvorson, Eastern Serv. Ref. Co., Lowell, Mass; W. W. Hall, Geo. Belsey Co., Los Angeles, Calif.; O. C. Hamilton, General Electric Co., Cleveland, Ohio; C. O. Hamlin, General Electric Co., Cleveland, Ohio; B. M. Hanley, Wheeler-Consler, Rochester, N. Y.; R. E. Hannon, Breckenridge, Inc., Davenport, Ia.; H. K. Harding, Gould-Farmer Co., Portland, Me.; P. H. Harrison, P. H. Harrison & Co., Newark, N. J.; W. E. Hart, General Electric Co., Cleveland, Ohio; F. T. Harvey, General Electric Co., New York City; R. L. Hatcher, Elec. Home Appliance Co., Charleston, W. Va.; L. A. Hawkins, General Electric Co., Schenectady, N. Y.; A. S. Hanes, Bulpitt Ref. Co., Springfield, Ill..; Richard Hayward, Elec. Ref. Co. of N. E., Boston, Mass.; A. F. Head, Hoosier Elec. Ref. Corp., Indianapolis, Ind.; R. B. Hecker, Lawrence Studios; Searle Hendee, Maxon, Inc., Cleveland, Ohio; Paul Hichborn, Rex Cole, Inc., New York City; L. Higgins, Lawrence Studios; W. B. Hill, General Electric Co., Schenectady, N. Y.; L. R. Hills, Rex Cole, Inc., New York City; D. F. Hines, The Hines Co., Baltimore, Md.; E. P. Hodshire, Valley Electrical Supp. Co., Fresno, Calif.; W. N. Hogan, W. N. Hogan, Inc.., Wheeling, W. Va.; L. H. Holman, Elec. Ref. Co. of N. E., Boston, Mass.; W. L. Hopkins, Southern Ref. Co., Durham, N. C., Charlotte, N. C.; J. Houserman, Ochiltree Elec. Co., Pittsburgh, Pa.; H. T. Hulett, General Electric Co., Cleveland, Ohio; W. M. Hutchison, N. K. Ovalle, Inc., Harrisburg, Pa.; L. P. Hutt, General Electric Co., Schenectady, N. Y.

Dick Isaacs, Ahrens Ref. Co., Oklahoma City, Okla.

L. D. James, James & Co., Inc., St. Louis, Mo.; L. H. Jenks, Rex Cole, Inc.., New York City; A. H. Johnson, The Hines Co., Baltimore, Md.; Carl Johnson, Johnson Elec. Co., Wichita, Kan.; H. E. Johnson, General Electric Co., Cleveland, Ohio.

D. G. Keller, Glueck & Co., Kansas City, Mo.; D. A. Kelley, Storz Elec. Ref. Co., Omaha, Nebr.; D. A. Kirkland, Eastern Serv. Ref. Co., Lowell, Mass.; J. L. Knight, General Electric Co., Schenectady, N. Y.; G. D. Kobick, General Electric Co., Cleveland, Ohio; L. C. Kohlman, R. Cooper, Jr., Inc., Chicago, Ill.; H. W. Kumler, General Electric Co., Cleveland, Ohio; A. J. Kurz, W. B. Stringham Co., Des Moines, Ia.

H. D. Laidley, The Laidley Co., Portland, Ore.; W. E. Landmesser, General Electric Co., Cleveland, Ohio; M. J. Laurie, McCormick-George Co., Detroit, Mich.; E. J. Leicht, The Cushman, Ref. Co., Cleveland, Ohio; P. L. Lewis, Jr., Hoosier Elec. Ref. Corp., Indianapolis, Ind.; A. C. Link, Elec. Ref. Co., Louisville, Ky.; A. O. Linzey, Page-Morris, Inc., Albany, N. Y.; John Livor, Elec. Ref. Co. of N. E., Boston, Mass.; C. P. Logan, Page-Morris, Inc., Albany, N. Y.; F. P. Lutz, F. P. Lutz Co., Dayton, Ohio.

F. J. Mackie, R. Cooper, Jr., Inc., Chicago, Ill.; H. D. MacRae, Page-Morris, Inc., Albany, N. Y.; M. F. Mahony, General Electric Co., Cleveland, Ohio; Jack Mark, Maxon, Inc., Cleveland, Ohio; J. J. Massimi, Rex Cole, Inc., New York City; E. R. Mason, Page-Morris, Inc., Albany, N. Y.; H. W. Matthews, Matthews Elec. Supply Co., Birmingham, Ala.; T. L. Mauldin, Bulpitt Ref. Co., Springfield, Ill.; Lou Maxon, Maxon, Inc., Cleveland, Ohio; A. C. Mayer, General Electric Co., Cleveland, Ohio; E. F. McClintock, F. P. Lutz Co., Dayton, Ohio; A. L. McCormick, McCormick-George Co., Detroit, Mich.; C. L. McCrea, National Electrical Supply Co., Washington, D. C.; W. E. McCreery, Commonwealth Ref. Co., Richmond, Va.; Henry McGoughran, P. H. Harrison & Co., Newark, N. J.; L. A. McKenzie, R. Cooper, Jr., Inc., Chicago, Ill.; R. E. McMillin, Page-Morris, Inc., Wilkes Barre, Pa., Albany, N. Y.; H. C. Mealey, General Electric Co., Cleveland, Ohio; M. B. Mendenhall, W. B. Stringham Co., Des Moines, Iowa; W. L. Merrill, General Electric Co., Schenectady, N. Y.; J. M. Milhon, McCormick-George Co., Detroit, Mich.; G. S. Miller, General Electric Co., Philadelphia, Pa.; L. H. Miller Elec. Ref. Co., Louisville, Ky.; A. J. Milliott, R. Cooper, Jr., Inc., Chicago, Ill.; L. T. Milnor, The Milnor Ref. Co., Cincinnati, Ohio; E. O. Mink, Coghlin Elec. Co. Worcester, Mass.; A. E. Miserocchi, James & Co., Inc., St. Louis, Mo.; R. S. Montgomery, Commonwealth Ref. Co., Richmond, Va.; P. C. Morganthaler, General Electric Co., Ft. Wayne, Ind.; J. O. Morris, Page-Morris, Inc., Albany, N. Y.; L. W. Morris, W. D. Alexander Co., Atlanta, Ga.; Jack Motte, Jam Handy Picture Service, Cleveland, Ohio.

Louis Neilson, General Electric Co., Schenectady, N. Y.; J. E. Neily, Modern Home Utilities, Inc., Waterbury, Conn.; E. J. Nellor, Omaha, Nebr.; E. C. Newton, Newton-Parsons Co., Hartford, Conn.; D. F. Newman, General Electric Co., Schenectady, N. Y.; R. E. Noll, Hoosier Elec. Ref. Corp., Indianapolis, Ind.; W. C. Noll, General Electric Co., Cleveland, Ohio; E. H. Norling, General Electric Co., Cleveland, Ohio; W. H. Nutter, Elec. Ref. Co. of N. E., Boston, Mass.

D. A. O'Bannon, O'Bannon Bros., Little Rock, Ark.; S. P. O'Bannon, O'Bannon Bros., Little Rock, Ark.; W. H. Ochiltree, Ochiltree Elec. Co., Pittsburgh, Pa.; Clark Orr, General Electric Co., Ft. Wayne, Ind.; J. S. Osterstock, P. H. Harrison & Co., Newark, N. J.; N. K. Ovalle, N. K. Ovalle, Inc., Harrisburg, Pa.

E. C. Pangburn, International G. E. Co., New York City; E. W. Parish, R. Cooper, Jr., Inc., Chicago, Ill.; G. Patterson, Florida Elec. Ref. Co., St. Petersburg, Fla.; E. F. Peck, Photo Phone, General Electric Co., Schenectady, N. Y.; W. J. Pettigrew, Central Electric Co., Green Bay, Wis.; E. G. Pierce, Elec. Ref. Co. of N. E., Boston, Mass.; M. E. Pipkin, Rex Cole, Inc., New York City; T. A. Power, P. H. Harrison & Co., Newark, N. J.; Gordon Prentice, Gordon Prentice, Inc., Seattle, Wash.; A. G. Prentice, Page-Morris, Inc., Albany, N. Y.; Frank Prideaux, Elec. Ref. Co. of N. E., Boston, Mass.

H. O. H. Quinn, General Electric Co., Cleveland, Ohio; T. K. Quinn, General Electric Co., Cleveland, Ohio.

Arthur Radtke, The Milnor Ref. Co., Cincinnati, Ohio; J. A. Rafferty, Judson C. Burns, Inc., Philadelphia, Pa.; A. P. Rafferty, Page-Morris, Inc., Albany, N. Y.; H. C. Ramsay, General Electric Co., Schenectady, N. Y.; Carl M. Randel, Judson C. Burns, Inc., Philadelphia, Pa.; A. J. Redpath, General Electric Co., Erie, Pa.; E. L. Rich, General Electric Co., Schenectady, N. Y.; G. F. Ricker, Ahrens Ref. Co., Oklahoma City, Okla.; A. G. Riddick, A. G. Riddick, Inc., Jackson, Miss.; B. C. Ritter, General Electric Co., Denver, Colo.; C. E. Roesch, Florida Elec. Ref. Co., St. Petersburg, Fla.; J. A. Roese, Jr., Ochiltree Electric Co., Pittsburgh, Pa.; A. C. Rogers, Griswold-Rogers, Inc., Dallas, Texas; N. B. Ronning, General Electric Co., Cleveland, Ohio; C. G. Rood, R. Cooper, Jr., Inc., Chicago, Ill.; G. J. Ruck, General Electric Co., San Francisco, Calif.; F. A. Ryser, D. S. Stophlet, Inc., Madison, Wis.

J. C. Saur, Matthews Electric Supply Co., Birmingham, Ala.; A. L. Scaife, General Electric Co., Cleveland, Ohio; E. H. Schaefer, E. H. Schaefer Corp., Milwaukee, Wis.; W. H. Schladitz, E. H. Schaefer Corp., Milwaukee, Wis.; P. Schlansker, General Electric Co., Schenectady, N. Y.; Emile Schneider, Woodward-Wight & Co., New Orleans, Ia.; A. J. Seibt, General Electric Co., Ft. Wayne, Ind.; N. C. Shannon, James & Co., Inc., St. Louis, Mo.; Raymond Sholl, Judson C. Burns, Inc., Philadelphia, Pa.; B. F. Slye, General Electric Co., Cleveland, Ohio; Craig Smith, Maxon, Inc., Cleveland, Ohio; C. G. Smith, General Electric Co., Cleveland, Ohio; Gordon Smith, Matthews Electric Supplies Co., Birmingham, Ala.; H. H. Smith, The Willis Co., Akron, Ohio; H. P. Smith, General Electric Co., Cleveland, Ohio; W. P. Smith, General Electric Co., Cleveland, Ohio; Robt. Sovik, Electric Refrigerator Co. of N. E., Boston, Mass.; W. L. Spangler, The Milnor Ref. Co., Cincinnati, Ohio; C. Steenstrup, General Electric Co., Schenectady, N. Y.; Solomon Stein, Judson C. Burns, Philadelphia, Pa.; Julian Speer, Bard-Barger, Inc., Columbus, Ohio; L. J. Spiers, H. & G. Ref. Co., Inc., Greenville, S. C.; L. L. Stacy, Modern Home Utilities, Inc., Waterbury, Conn.; A. R. Stevenson, Jr., General Electric Co., Schenectady, N. Y.; R. Stevenson, Rex Cole, Inc., New York City; S. E. Stewart, Elec. Home Appliance Co., Charleston, W. Va.; E. C. Stoody, National Electrical Supply Co., Washington, D. C.; D. S. Stophlet, D. S. Stophlet, Inc., Madison, Wis.; A. C. Storz, Storz Elec. Ref. Co., Omaha, Nebr.; W. B. Stringham, W. B. Stringham Co., Des Moines, Ia.; O. F. Stuefer, Stuefer-Shannon, Inc., Minneapolis, Minn.; W. G. Stuefer, E. H. Schaefer Corp., Milwaukee, Wis.; C. H. Stull, C. H. Stull Co., Grand Rapids, Mich.; C. B. Stumpf, Bulpitt Ref. Co., Springfield, Ill.; T. J. Sullivan, Eastern Hardware & Supply Co., Atlantic City, N. J.; A. M. Sweeney, General Electric Co., Cleveland, Ohio; B. K. Sweeney, B. K. Sweeney Electrical Co., Denver, Colo.; Gerard Swope and Secretary, General Electric Co., New York City; L. W. Symons, Central Electric Co., Green Bay, Wis.; H. A. Synwoldt, General Electric Co., Schenectady, N. Y.

S. J. Taber, Dakota Ref. Co., Fargo, N. D.; A. T. Taft, General Electric Co., Cleveland, Ohio; Chas. Taft, Lawrence Studio, Cleveland, Ohio; J. B. Terbert, Jam Handy Picture Service, Cleveland, Ohio; D. H. Thomas, Ochiltree Electric Co., Pittsburgh, Pa.; Stanley Thomas, Cope Brothers, Memphis, Tenn.; Chas. Thomas, Page-Morris, Inc., Albany, N. Y.; W. M. Timmerman, General Electric Co., Cleveland, Ohio; James Todd, Elec. Ref. Co. of N. E., Boston, Mass.; W. A. Toker, General Electric Co., Cleveland, Ohio; S. G. Trainor, Modern Home Utilities, Inc., Waterbury, Conn.; B. E. Trick, Hoosier Elec. Ref. Corp., Indianapolis, Ind.; A. E. Truax, C. H. Stull Co., Grand Rapids, Mich.; H. N. Trumbull, The Cushman Ref. Co., Cleveland, Ohio.

A. A. H. Uhalt, General Electric Co., Cleveland, Ohio.

P. H. Van Wert, The Milnor Ref. Co., Cincinnati, Ohio.; J. E. Vaughan, E. O. Cone Co., El Paso, Texas; E. D. Via, Elec. Ref. Co., Louisville, Ky.

P. C. Wagner, General Electric Co., Cleveland, Ohio; J. J. Walker, General

(Concluded on Opposite Page)

How to Succeed in Business

(1) Analyze
(2) Organize
(3) Deputize
(4) Supervise

These four fundamental steps in successful business management were emphasized in an address by Gerard Swope, president of the General Electric Company, at the annual fall conference of General Electric refrigerator distributors held on Association Island, last week.

Analysis of One Thousand (1000) Retail Sales

	Time of day sales were closed			Place where sales were closed			Who influenced purchase?			Where did prospect originate?			
	% Morning	% Afternoon	% Evening	% Prospect's home	% Retail store	% Husbands' office	% Husband	% Wife	% Others	% Canvass	% Floor	% User	% Misc.
ALL DISTRIBUTORS	41.6	25.7	32.7	58.6	26.3	15.2	50.7	42.6	6.7	45.6	22.3	17.8	14.3
Above Average	39	23	38	64	22	14	51	48	1	47	21	22	10
Average	47	25	28	51	25	24	47	45	8	40	26	21	13
Below Average	52	26	22	49	43	8	51	45	4	36	35	12	17

THE MUSTER ROLL

(Concluded from Opposite Page)

Electric Co., Schenectady, N. Y.; H. R. Walker, Jan Handy Picture Service, Cleveland, Ohio; J. M. Walker, General Electric Co., Cleveland, Ohio; B. M. Walthall, General Electric Co., Louisville, Ky.; J. P. Warren, Electric Device Co., Springfield, Mass.; V. R. Washburn, Bard-Barger, Inc., Columbus, Ohio; G. C. Wasson, General Electric Co., Cleveland, Ohio; C. M. Weber, Storz Electric Refrigerator Co., Omaha, Nebr.; C. E. Weitzel, The Hines Co., Baltimore, Md.; A. E. Wegert, Electric Refrigeration Co., Louisville, Ky.; H. G. Welfare, The Cushman Ref. Co., Cleveland, Ohio; Clarence Wheeler, Wheeler-Consler Corp., Rochester, N. Y.; H. A. Whitesel, General Electric Co., Ft. Wayne, Ind.; J. H. Wilkens, The Hines Co., Baltimore, Md.; H. C. Will, N. K. Ovalle, Inc., Harrisburg, Pa.; Art H. Willis, The Willis Co., Akron, Ohio: Dan Willis, The Willis Co., Akron, Ohio; C. E. Wilson, General Electric Co., Bridgeport, Conn.; E. L. Wilson, General Electric Co., Schenectady, N. Y.; F. W. Wolf, Erco, Inc., Buffalo, N. Y.; O. M. Wolfe, E. H. Schaefer Corp., Milwaukee, Wis.; G. A. Wortman, General Electric Co., Boston, Mass.; Mark Wright, Wright Bros. Ref. Co., San Antonio, Texas; Fred Wyatt, McCormick-George Co., Detroit, Mich.

M. J. Young, General Electric Co., Cleveland, Ohio.

Zimmerman, P. B., General Electric Co., Cleveland, Ohio.

C. I. T. TO FINANCE SALES FOR RADIO DEALERS

New York, N. Y.—The Commercial Investment Trust Corporation, which, among its many interests, finances instalment sales for the Westinghouse refrigerator, announces that it has made arrangements to finance such sales for the Brunswick Radio Corporation and the Stearman Aircraft Company.

The C. I. T. local offices scattered throughout the country will co-operate with distributors and dealers whose sales are financed by C. I. T.

BIRMINGHAM GAS MAKES APPEAL TO HUSBANDS

Birmingham, Ala.—Appealing to the husbands of Birmingham to save their wives has been the basis of a very successful advertising campaign by the Birmingham Gas Company recently. The campaign has been one of the largest ever staged in Birmingham by a refrigeration company and results were more than satisfactory, according to A. H. Ayres, in charge of the Electrolux department.

The slogan adopted was "Save Your Wife." Displays were used and these words were painted on showcards bearing reproductions of life buoys.

Newspaper advertising carrying out the meaning of "save your wife" was used during the campaign, which lasted one month.

A large amount of direct mail advertising was used and a clever window display showing a boat rocking on a stormy sea and a man standing in the boat throwing a life line to a woman in the water created much interest.

The sole purpose back of the campaign was to get the husband in the notion of buying an Electrolux.

HIRONS TURNS IN RECORD SALES MONTH

Boston, Mass.—The Narragansett Electric Co. is proud of Harry G. Hirons. Less than a year and a half has he been with the firm, and yet he is its champion electric refrigerator salesman of all time.

Last fall he made himself a member of the G. E. "Toppers' Club," which means that he was one of the 100 leading General Electric salesmen throughout the country.

Not satisfied to rest on these very creditable oars, Hirons went out during the month of June and sold 34 refrigerators, aggregating a total retail value of $10,479.00. These were all individual sales—no more than one unit to a customer.

Percentage Relation between Place and Time Sales were Closed

OFFICE			STORE			HOME		
Morning	Afternoon	Evening	Morning	Afternoon	Evening	Morning	Afternoon	Evening
68	26	6	29	49	22	33	21	46

Percentage Relation of Floor Prospect to Place Closed

Home	Store	Office
66	30	4

STATISTICS SHOW WORTH OF SALESMEN'S METHODS

AN interesting bit of research into the Where and When of refrigeration sales was made recently by the Refrigeration Department of the General Electric Co. An analysis of 1,000 retail domestic sales was made, and it revealed some facts, or perhaps it would be better to say strong indications of facts, that will appeal to everyone engaged in the sale of household units.

So far as the Where part of the investigation was concerned, the Home was pitted against the Store and the Home emerged an easy winner. The actual figures may be seen in the chart at the top of this page. They show that 58.6 per cent of the 1,000 sales were closed in the prospect's home, 26.3 per cent in the distributor's store, and the remaining 15.2 per cent in the husband's office. When the records of the distributors and dealers who exceeded their quotas are compared with those who lagged behind, the disparity increases. The distributors who beat their quotas accomplished that feat by closing a big majority of their sales in the Home.

The When records tell a similar story. The quota busters were the men who were oblivious to the fact that the average working day ends around sunset. The boys who sold refrigerators in the evening are the ones who made the best records, although the grand total shows more refrigerators sold in the Morning than in the Evening. But the records of the above average dealers show the Morning and Evening running neck and neck, while the below-average men did a big majority of their work in the morning, and presumably left work severely alone after the sun went down.

One group of figures seems to herald the reappearance of the Husband as a real factor in the purchasing of household refrigerators. For some time the industry has been proceeding on the theory that, so far as refrigeration was concerned, the Husband was only a cash reservoir or a note signer. Some of the more alert G. E. salesmen have discovered that he really possesses some real influence after all, and the number of sales closed in the Husband's office indicates that they are on the right track.

Other interesting facts are indicated by the chart which is well worth careful study. Of course, there are plenty of men in the industry, who will say that they knew all along that the best time and place to sell refrigerators are in the Home and in the Evening, but thus far that knowledge has been based on conjecture instead of research. From now on the salesman who concentrates his best efforts on selling to prospects, in the Evening, and in their Homes, will find confidence and security in the knowledge that he is working on something more than a hunch.

AMERICAN EXPANSION VALVES
AUTOMATIC-THERMOSTATIC
AMERICAN RADIATOR COMPANY

PATENTS
Searches, Reports, Opinions by a Specialist in REFRIGERATION
H. R. VAN DEVENTER
Solicitor of Patents - Refrigeration Engineer
342 MADISON AVE. NEW YORK

FLINTLOCK
CONDENSERS
Full Capacity

With Every Unit

FIN AND TUBE SAME SOLID PIECE OF MATERIAL
FLINTLOCK CORPORATION
4461 W. Jefferson Ave.
DETROIT, MICH.

To Refrigeration Dealers

The *Refrigerated Food Section* of the News is bringing to refrigeration and food industries valuable information about the many new developments in the field of food preservation. These developments—dealing largely with new methods of food distribution and merchandising—are of vital concern to every establishment engaged in the sale of food products. Essentially tied up with all these developments is the subject of proper refrigeration equipment.

Refrigeration dealers are making effective use of the *Refrigerated Food Section* as a means of promoting sales to their commercial prospects. Meat markets, groceries, drug stores, ice cream and confectionery establishments, restaurants, etc., welcome the information which is presented and are educated to a better understanding of the important part played by suitable refrigeration equipment in the profitable merchandising of foods and beverages.

Copies of the *Refrigerated Food Section* are available to dealers for distribution to their commercial prospects. The cost is $10.00 per hundred—10 cents per copy. Send orders direct to Electric Refrigeration News, 550 Maccabees Bldg., Detroit, Mich.

"EBCO"
SELF-CLOSING
AUTOMATIC
STREAM CONTROL
VALVES
FOR DRINKING FOUNDATIONS
. . . Regulate without wasting water

EXPOSED TYPE
Chrome plated union inlet—⅜" I. P. outlet, C-1300 2-prong handle, C-1300 H-4 prong handle C-1300 L-Lever handle.

These valves have proven the most economical combinations for drinking purposes. They provide automatic control of the height of the drinking stream under all fluctuating pressures between 20 and 120 pounds.

EBCO Valve will maintain a constant height of drinking stream, without waste of water or squirting.

WRITE FOR COMPLETE CATALOG OF "EBCO" Valves and Drinking Fountains.

REGULATOR
for installation in water supply lines to present fountains ⅜" I. P. Inlet and Outlet.

THE D. A. EBINGER SANITARY MFG. CO.
COLUMBUS, OHIO
Manufacturers of EBCO Drinking Fountains, Ventilated Urinals and Closets, Round Wash Sinks and Steel Compartments for toilet rooms.

Single Order Swamps the Truck

Bad Axe, Mich.—The five General Electric refrigerators crated and piled high on the truck in the picture were sold on a single order by Edward Osandusky, of the Bad Axe division of the Michigan Electric Power Co. Mr. Osandusky works under D. E. Turkle, division manager of the Bad Axe territory. "It was all in a day's work," says the former. No doubt this was one of the biggest days in the Bad Axe star's career, as selling five machines in this period is considered a fine record for a salesman. Mr. Osandusky's friends in the sales department are still wondering how he romped home with this mansized order.

FLARING TOOL

New - Better - Faster

A flaring tool that spins out the tube to a soft flare and then burnishes it to a polished surface and a perfect fit with male seat. This is accomplished by three hardened rollers. One pair of hardened jaws, which takes in four sizes of tubing, is a part of each tool.

MANUFACTURED BY

C. M. SMILLIE & CO.

520 E. LARNED STREET, DETROIT

CALCO

Sulfur Dioxide

"Buy the best, by every test"

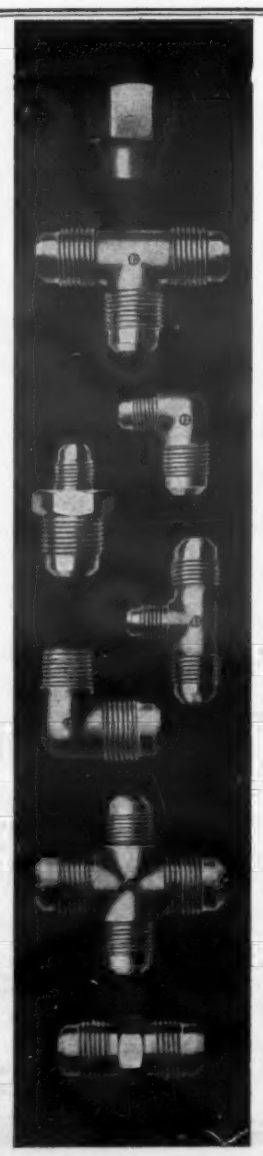
Cylinders - Drums - Tank Cars

THE CALCO CHEMICAL CO., INC.

Bound Brook, N. J.

New York Boston Philadelphia

THE FITNESS OF FITTINGS



BUILT RIGHT TO STAY TIGHT

IT is true that the little pieces of forged brass used in every automatic refrigeration installation are relatively small, and their cost, as compared to other items, is very low, yet these fittings "must be right" if the customer is to be satisfied.

Commonwealth Brass Tube and Pipe Fittings for the industry are made by an organization which has grown up with it; from the first successful machine right up to the present time.

These qualities distinguish the Commonwealth line .....

Seepage proof against any refrigerating agent .....

Perfectly machined threads and tube seats .....

Careful packing .....

100% inspection .....

Send for Catalog No. 36 which is fully descriptive

COMMONWEALTH BRASS CORPORATION

Commonwealth at G.T.R.R.

DETROIT

COOPERATIVE TRUCKING PLAN MEETING APPROVAL

Detroit, Mich.—A co-operative plan by means of which the McCormick-George Co., General Electric refrigerator distributors, gets a special truck and the use of several other trucks to deliver its units, has been worked out with the J. E. Johnson Co., a trucking service, satisfactorily to both parties, according to J. M. Milhon, sales promotion manager of the McCormick-George Co.

One of the Johnson trucks has "General Electric refrigerators" plastered all over its sides in the advertisement-on-wheels fashion. It is used to deliver household units. Larger trucks belonging to the Johnson Company deliver apartment house jobs, while a truck equipped with a windlass is employed in the installation of the big commercial models.

The Johnson delivery men take great pride in leaving refrigerators spick and span in the homes they visit, says Mr. Milhon. They are careful to leave no marks on the refrigerator or any part of the house.

The plan is wholly satisfactory from the standpoint of service, according to Mr. Milhon, and is more economical than maintaining a private fleet of trucks.

JAPANESE VISIT VILTER PLANT IN MILWAUKEE

Milwaukee, Wis.—Kashiwagi Kaname and Soichiro Sato, two Japanese members of a group of seven which came to the United States to study refrigeration, visited Milwaukee on August 16. E. H. Mack, assistant sales manager of the Vilter Manufacturing Co. here, conducted them on a tour of the city and showed them the process of the making of machinery at the Vilter plant.

Mr. Sato is chief engineer of the Japan Ice Making Co. His companion, Mr. Kaname, recently graduated from the University of Illinois.

SAN FRANCISCO DEALERS SEE GOOD TRADE AHEAD

San Francisco, Calif.—A survey of the San Francisco field for electric refrigeration sales indicates almost unanimous belief among dealers that the bottom of the depression has been passed and that by Spring trade will be back to normal.

R. E. Glover, head of the Pacific Refrigerator Co., 1034 Mission Street, San Francisco, handling the O'Keefe & Merritt refrigerator, remarks that he believes his firm is a sort of barometer for general business conditions, inasmuch as the better known refrigerators usually "run away with the market" and when trade begins to come in strong for his firm, it must be an accurate indication that things are definitely on the upgrade. O'Keefe & Merritt refrigerators are California made.

W. L. Cochran, head of Cochran & St. John, Ltd., Absopure distributors, at 952 Mission Street, San Francisco, reports very good business, not only for household installations, but for apartments and commercial purposes also.

The Heyman Company, household furnishings wholesalers, and handling the Norge, are also very optimistic as to the immediate future.

KANSAS SHOPPERS STRONG FOR AIR COOLED STORES

Kansas City, Mo.—The Sally Frock Shop at 15 E. 11th St. was kept comfortable during the recent torrid days by a new air cooling and conditioning system installed by the Betz Unit Air Cooler Co., 6 W. Ninth Street, of this city. Harry D. Betz is president of the Betz Company and also chief conditioning engineer for the General Refrigeration Co.

This new system, the Unicool, provides air cooling and humidity control for six hundred square feet per unit. Each unit will keep the temperature at the desired degree and the humidity at the proper point for a room 20 x 30 feet. It is operated by a Lipman model 310.

This unit control makes it possible for large office buildings to have pleasant temperatures in the different parts of the building, controlled by individual thermostats, and not have the wide variation between the sunny and shady sides unavoidable with the central plant.

Daily records kept before the installation in the Sally Shop showed inside temperatures from 90 to 98 degrees, with humidities of from 60 to 70 per cent—quite uncomfortable temperatures. Daily records after the Unicool was installed show a steady dry bulb temperature of 82 degrees, with humidity at 50 per cent even on days when official thermometers recorded 104 degrees outside, and seven hundred people visited the store.

The management of the Sally Frock Shop has ordered installation of cooling systems in five more shops.

While the use of the system for comfort in summer has been stressed, it is really an all year round air conditioner, washing the air four times hourly. With the placing of an aluminum fin radiator coil connected with the heating boiler in the unit and a heating coil in the storage tank, the unit will heat and humidify the same area in winter that it cools and dehumidifies in summer.

SAN ANTONIO LEADS THEM ALL

San Antonia, Texas—According to a report from A. L. Chaves, general sales manager for Frigidaire in this territory, San Antonio continues to lead the entire United States distributor division in percentage of installed quota.

The ten leading cities in this list are as follows: San Antonio, Houston, El Paso, Fort Worth, Oklahoma City, Buffalo, Pittsburgh, Rochester, Salt Lake City and Sioux City.

Mr. Chavez further reports that of even greater importance is the fact that each month this year in the San Antonio territory, the percentage of installed quota shows an increase over the preceding month. In February the increase was 7.2 per cent over January; March was 3.5 per cent over February; April was 6.3 per cent over March; May was 5.9 over April; June was 1.8 per cent over May; and July was 2.5 per cent over June.

REFRIGERATOR'S MIDNIGHT TRIP PROVES EVENTFUL

Huron, S. D.—Being mistaken for burglars while they were installing an electric refrigerator, a surprise gift to the Rev. and Mrs. R. A. Cowling, of Sioux City, Ia., and averting arrest only after considerable explaining, was the experience of two Huron youths. The two young men, Mervyn Cowling, a son of the pastor, and Herbert Lytle, did not arrive at Sioux City with the refrigerator until after 1 a. m. They immediately entered the house and started installing the refrigerator which they had brought with them from Huron.

The Rev. and Mrs. Cowling, formerly of Huron, were visiting at Lake Okoboji when the installation took place. Neighbors, knowing that the Rev. and Mrs. Cowling were out of town, on their vacation, reported the "prowlers" to the police, who arrived to make their arrest in less than a half hour.

"We talked to the two officers, who had guns and flashlights in their hands when they entered the house, for nearly fifteen minutes before convincing them we were on a different mission than they expected," Cowling said. "The officers had a good laugh and went on their way, after warning us to be more careful in entering an unoccupied house."

The refrigerator was a 25th wedding anniversary present from the three Cowling children, Mervyn, Eileen and Marjorie, who remained in Huron after their parents moved to Sioux City. Despite the interruptions of the police the surprise installation of the machine was completed and the parents were much surprised to find a refrigerator in the house when they returned.

KELVINATOR OUTLASTS WAREHOUSE FIRE

Billings, Mont.—A fire recently swept through the third and fourth floors of the Oliver Building, doing damage of $100,000. This building was one of the three warehouses of the Billings Hardware Company, Kelvinator distributor. It happened that there was a Kelvinator in service in an apartment on the third floor of this building, which the fierce inferno failed to destroy.

The Kelvinator was installed near a storage room for mattresses and excelsior wrapped furniture, which was the center of the fire. Not only did the Kelvinator withstand the fire, but it also received a drenching of thousands of gallons of water, forced over it by the city's fire equipment. After the fire had burned for 12 hours, inspection showed that the ice cubes, butter, meat, milk and vegetables were in perfect condition. The Kelvinator is in service again. The outside was marred, but has been touched up and made perfectly presentable again. The owner of this Kelvinator is Mrs. J. Theile, of Billings.

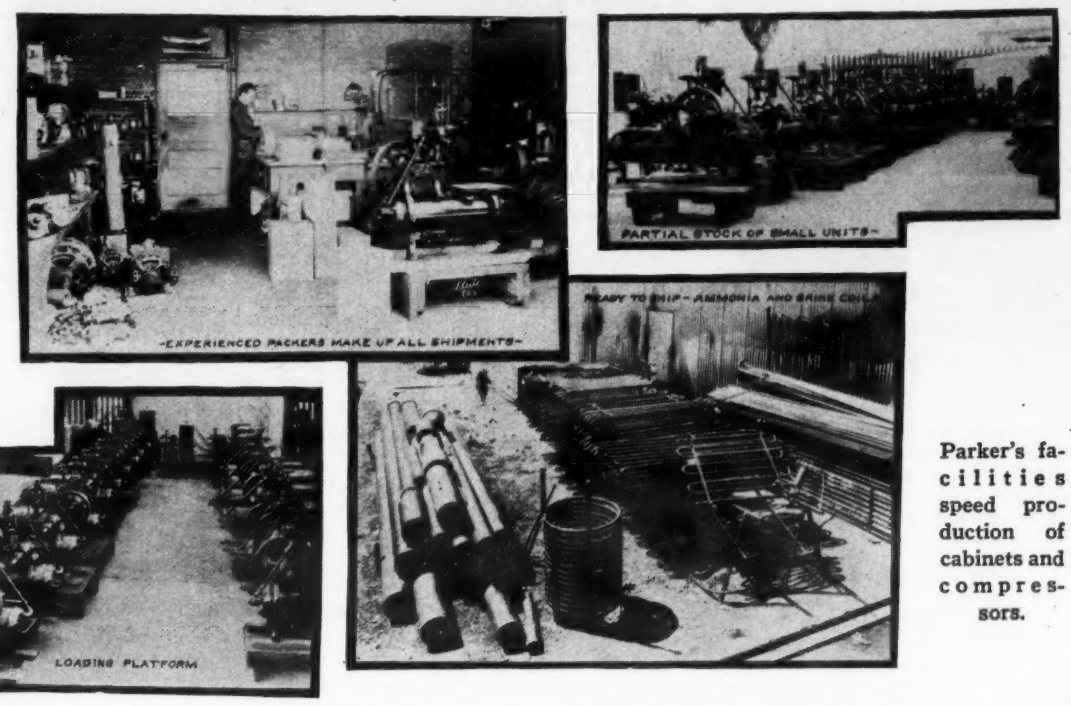
CORRECTION

ON Page 2 of the Buyer's Guide Section of the August 13 issue of the NEWS, a small picture of a fleet of trucks appeared as part of a double-page layout of pictures designed to express the idea of quantity trucking in the refrigeration business. This fleet was erroneously credited to the Detroit branch of the Frigidaire Sales Corp., whereas, it actually was a picture of a section of the installation fleet belonging to Winston Paul, Frigidaire distributor in New York City.

Ready for Action in Little Rock

PICTURED above are the trucks and motorcycles used for wholesale and retail Kelvinator service and deliveries by the "555" Company of Little Rock, Arkansas. Little Rock and the state of Arkansas are served by this organization. All of these trucks are painted a bright orange-yellow, and are conspicuous indeed as they travel through the state. This organization maintains its own garage, where the vehicles are kept in a spick and span condition. The fleet on inspection here is made up of eight trucks and two motorcycles. Judging from this line-up, the Little Rock organization is doing a rushing business for Kelvinator in the Arkansas territory. Having good trucking facilities enables this company to keep in close touch with its dealers in the field and orders can be shipped promptly.

Parker Enters Small Machine Field



Precision is the keynote of the Parker manufacturing process.

Parker's facilities speed production of cabinets and compressors.

San Bernardino, Cal.—One of the veteran manufacturing organizations of the industry, the Parker Ice Machine Company, established thirty-one years ago, has just announced a new series of sulphur dioxide compressors. The Parker Company, still headed by the founder, W. M. Parker, has been manufacturing ammonia compressors for so many years that it has become firmly entrenched in that section of the field. The new and complete line of sulphur dioxide machines has in back of it three decades of experience in refrigeration, and promise to become as well known as the Parker ammonia equipment.

The Parker plant here includes a foundry, woodworking shop, pipe shop, welding shop, and machine shop, where all castings and parts are manufactured and assembled. In the foundry the rigger is a man who was foreman for a large eastern foundry for a great many years. This man had rigged up all the parts with aluminum patterns, match boards and metal flasks, so that the foundry is operating with splendid efficiency.

In the cabinet shop a full line of ice making cabinets, cold storage doors, dairy tanks, etc., are being manufactured. An experienced toolmaker and designer, who during the war was actively engaged in England in the manufacture of aeroplane motors, is in charge of the machine shop. Vertical and horizontal boring mills, automatic screw machines, automatic lathes are engaged in turning out cast iron parts for the new compresssors. The entire plant was devoted exclusively to the manufacture of refrigeration equipment.

WORDS OF PRAISE

Milwaukee, Wis.—A local man, well known in business and banking circles throughout the United States, recently voiced the opinion that seldom has he seen in any other line of business the enthusiasm displayed by electric refrigerator distributors and their personnel.

"It's simply marvelous," he said, "the way those fellows are after the business. They never stop. Day or night makes no difference. They're always on the job. This country would not be in such a business slump if all other lines were so enthusiastic, active and energetic as the refrigerator men. Seldom have I heard business houses say that 'there is no competition' in their lines. Usually they complain about too much competition. Not so these fellows. They are go-getting greyhounds, and it is a pleasure to see that in these parlous times."

METHYL CHLORIDE DATA LISTED IN NEW BOOKLET

Buffalo, N. Y.—The Roessler & Hasslacher Chemical Co. has just issued a small manual, "Artic, the Refrigerant," in which valuable data concerning the properties of methyl chloride have been compiled. Results of recent extensive research of the physiological action of Artic are included.

Artic mixtures with their recent developments are described. These new compounds are Methyl Chloride A, which has acrolein added as a warning agent, Artic N and Methyl Chloride AN featuring leak detection additions.

Several chapters are devoted to a discussion of the action of Artic on furs and flowers. Of interest to service and installation men is a section devoted to hints in the handling of refrigerants. Copies of this manual will be sent to those interested upon request.

BOSTON KELVINATOR HOLDS PICNIC AT NANTASKET

Boston, Mass.—The Boston office of the Kelvinator Company, including salesmen, service and installation groups, held an outing August 13 at Shore Gardens, Nantasket, Mass. It was the second annual picnic, and the trip was made by motor over the South Shore artery, the party arriving at their destination early in the forenoon.

The eighty who attended enjoyed an old-fashioned picnic lunch on the sloping team was won by the service men, captained by Frank Bitts, by a score of 12 to 5. David Bates was captain of the losing team.

A shore dinner was served at 6:30 P. M. The party occupied the main dining room and did full justice to an excellent feed. Music was supplied and dancing took place following the dinner. Harry Troutwine was master of ceremonies and presented the prizes. The committee in charge included Miss Mildred S. Scott, chairman; Miss Mary E. Mullen, Alvin Smith, Alonzo Goodwin, and D. R. Bates.

FRIGIDAIRE DISTRIBUTOR CLOSES NOVEL JOB

Davenport, Iowa—Electric Equipment Co., Frigidaire distributors for Eastern Iowa and Western Illinois, report what they believe to be one of the first air-cooling installations in an undertaking establishment. Five C-O compressors were recently placed in the Runge mortuary here, cooling the chapel and adjacent family room.

The character of the building made a basement installation necessary for the compressors and air coolers. The cooled air is piped to the rooms through registers, four leading to the chapel proper and one to the family room. Cool air registers are located at sides of the large room about 18 by 50 feet and warm air is withdrawn through registers in the chapel's center.

The installation was an object of much interest to factory engineers and 75 representatives of the company gathered here for a sales meeting last week.

The company's most complete equipment commercial installation has been placed in the New Court cafe, Ottawa, Ill., where the proprietor ordered a water cooler, ice-maker, C-O compressor, two large and one small coil.

COPELAND DISTRIBUTOR ACTIVE IN GRAND RAPIDS

Grand Rapids, Mich.—Perry E. Nichols, South Division Ave., here, distributor of tires, radios and auto accessories, has been appointed western Michigan distributor for the Copeland electric refrigerators and will concentrate on eight counties at this time. Already Nichols has five city men working homes and commercial concerns. The sales force will be augmented to about 20 men and will be backed by a live publicity campaign.

Right now Mr. Nichols is employing a radio program, newspapers and truck ads to spread the story of a free model AE45 Copeland to be given away Sept. 1st. All who call at the store get free tickets. No purchase is necessary. The drawing has been so well advertised it is bringing in a splendid list of prospect names.

SEATTLE FRIGIDAIRE MEN HOLD SALES CONFERENCE

Seattle, Wash.—Frigidaire dealers and salesmen meeting in the Seattle territory recently saw the new model and absorbed many new ideas to increase sales volume. Among the speakers were J. L. Conover of Oakland, Pacific Coast manager, who officiated at the sales meeting and outlined the progress of the company on the Coast. Other speakers were Mr. Conover's assistant, George W. Shane, Northwest zone manager, and Jay Kennedy, Southern zone manager.

SYMONDS SPENDS DAY IN CINCINNATI

Cincinnati, Ohio—N. G. Symonds, of Chicago, recently appointed commercial vice president of the Westinghouse Electric and Manufacturing Company, responsible for the general supervision of field activities and commercial relations of the company throughout the Middle West, was in Cincinnati Wednesday to survey this territory. He was to consult with John Andrews, Jr., Central District manager, and F. P. Colville, Cincinnati manager of Westinghouse.

SAVANNAH POWER SALES TOTAL 124 MACHINES

SALES of electric refrigerators by the Savannah Electric and Power Co. during the first six months of this year totaled 124 units and not 14 as stated on page 15 of the August 13 issue of the NEWS. This typographical error is regretted because sales of electric refrigerators in this period by the Savannah company greatly outdistanced those of other major appliances, such as ranges and water heaters.

FLINT SKYSCRAPER GETS WATER COOLING SYSTEM

Flint, Mich.—The Allen Electrical Co., local Frigidaire distributor, has started installation of a water cooling system in Flint's tallest skyscraper, now nearing completion. Kitchen refrigeration and water cooling apparatus is also being placed in the eighth local public school the company has equipped.

The Union Industrial Bank building, sixteen stories high besides a double basement and three-story tower, will have Frigidaire-cooled water fountains in all its lobbies. Nine model T-200 Frigidaire tanks, operated by three model C compressor units, will provide a total capacity of 3,384 gallons of cool drinking water a day. There will be 18 bubblers. The system will be similar to that in the Fisher building in Detroit, but much smaller.

In the new Lowell School, the Allen company will supply a large refrigerator and salad counter in the cafeteria, another cabinet in the domestic science laboratory and a water cooling system throughout. The Bernard Gloeker Co. of Pittsburgh, obtained the contract for general kitchen equipment.

The Allen Co. already has installed Frigidaire equipment in the new Central and Northern High Schools, in Whittier, Emerson and Longfellow Junior High Schools and in the Zimmerman and McKinley Elementary Schools in Flint. The Lowell School will be completed by Sept. 1.

Both bank and school contracts were obtained by V. E. Zetterberg, manager of the refrigeration department of the Allen Electrical Co.

NO CHANGE IN IOWA DISTRIBUTORSHIP

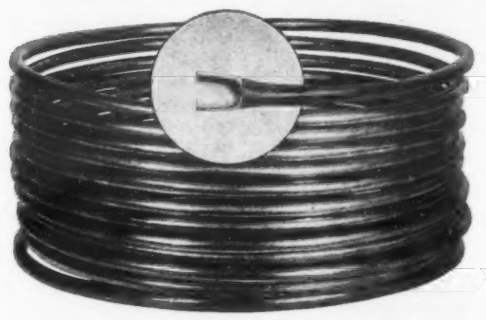
THE NEWS has been advised that there has been no change in the Copeland distributorship for the state of Iowa as announced on page 12 of the August 13th issue. The correspondent for that territory erred because Harger & Blish Co., Des Moines, Copeland distributor, has not made any change and does not contemplate making one. The Van Dyck Heating & Plumbing Company, Des Moines, who was reported as taking over the Copeland franchise, has not severed its connections with Kelvinator and is operating as a distributor under the Westinghouse Electric Equipment Co., Des Moines.

NEW KELVINATOR BRANCH NEAR LOS ANGELES

Glendale, Calif.—J. Simon, president of the Kelvinator-Los Angeles Company, distributor of Kelvinator for the Los Angeles territory, has established a branch at 135½ South Brand Street, Glendale, California. This store is intended to take care of the growing patronage of Eagle Rock as well as that of Glendale people.

Frank A. Wood has been transferred from Los Angeles and will have charge of the Glendale Branch.

precision built
SPECIALIZING IN
REFRIGERATION COMPRESSOR
ECCENTRIC and
Crank Shafts
MADE TO YOUR SPECIFICATIONS. SEND US YOUR BLUE PRINT — WE WILL SEND YOU OUR PRICES.
MODERN MACHINE WORKS, INC.
195 MILWAUKEE STREET DEPT. C. MILWAUKEE, WISCONSIN

DEHYDRATED WOLVERINE SEAMLESS COPPER TUBING
Highest quality seamless copper tubing—perfectly dehydrated and solder-sealed—made to A. S. T. M. Specifications (B 68-27T)—ready for quick installation. Send your production requirements for quotations, or wire for rush shipment from stock.

WOLVERINE TUBE CO.
SEAMLESS COPPER BRASS & ALUMINUM
1491 Central Ave Detroit, Mich.
Phone Cedar 5000
Export Department—H. M. Robins Company, 120 Madison Avenue, Detroit, U. S. A.
Cable Address: Robns, Detroit
Sales offices in all major cities. Stock available at Los Angeles, 224 E. 11th St. Write or wire for name of nearest representative.

Be Safe
in Sulphur Dioxide Fumes with the
PULMOSAN CANISTER RESPIRATOR
No. 53 PULMOSAN Canister Mouthpiece Respirators, with flexible tubing, and positive flutter valve, give positive protection against SO_2 fumes.
Air-tight goggles can be supplied.
Mail The COUPON
PULMOSAN SAFETY EQUIPMENT CORP.
176 Johnson St.
Brooklyn, N. Y.
PULMOSAN SAFETY EQUIPMENT CORP. 176 Johnson St., Brooklyn, N. Y.
Gentlemen: Send us full information on your No. 53 Mouthpiece Canister Respirator.
Name.....
Address.....
(E. R. N.)

LITERATURE OF MANUFACTURERS

Catalogues, bulletins and other material recently issued.

Manufacturers are requested to send copies of new trade literature to Electric Refrigeration News.

Cruse

Display counters, coolers and refrigerators adaptable to mechanical refrigeration are illustrated and described in a broadside prepared by the Cruse Refrigerator Co., Frankfort and Mellwood Avenues, Louisville, Ky.

McCray

McCray Refrigerator Co., Kendallville, Ind., has developed a small envelope stuffer which illustrates a number of McCray products. Several models of display cases, wall coolers and refrigerators are presented.

Starr Freeze

The Starr Piano Company, Richmond, Ind., manufacturer of the new Starr Freeze electric refrigerators, has just released two pieces of literature devoted to its latest product. Six models in the Starr line are pictured in one of the pieces. The WL-5 model, with five cu. ft. of storage capacity, is offered at $135.00 (f. o. b. factory) and the WL-7, with seven cu. ft., is priced at $149.00 (f. o. b. factory).

Super Oil

Super Oil Heater Sales Co., Hartford, Conn., has issued literature describing the refrigeration products which it has recently placed on the market. Three Seeger cabinets and three water coolers which in addition to the Super Ice-Man, make up the Super domestic and commercial lines.

Temprite

Liquid Cooler Corp., Detroit, Mich., has prepared a form for Servel dealers and distributors, showing its complete line of Temprite water and beverage coolers. Illustrations are employed to show the many types of cooling units for various systems of water cooling. Temprite is also showing a number of coolers for self-contained and remote installation.

RECRUITS INCREASE COLE TOPPER CLUB

New York, N. Y.—No less than 61 representatives have qualified for membership in the Rex Cole chapter of the Toppers' Club as "junior toppers. According to the last official announcement, the following men have their names on the roster:

Leo K. Hill, Genseric C. DeLeon, Thomas L. Wilson, James Paton, Jr., Manuel Reina, Jack P. Gluck, Andrew W. Zoltao, Herbert G. McAdoo, Frank Siegmund, Jerome C. Connors, Ralph Gihon, John K. Kromhols, Frank E. Deeley, George Comtois, G. Hamp, Frank Vernon, Jr., Daniel Williams, Victor S. Backstrom, L. H. Whitestone, Louis W. Ellin, Frank H. Montgomery, Ralph A. Bishop, Fred N. Benson, Thomas B. Brady, Fred C. Newman, William J. Norris, Paul C. Meyer, John J. Delaney, Maurice B. Keliehor, William V. Caveney, Fred J. Faulkner, Raymond Jenkinson, Robert W. Tyson, Harry S. Robinson, Howard G. Paul, George R. Lampert, William C. Talley, Oscar E. Sjholm, John J. Sullivan, P. McCarron, John Martin, Reginald Irvine, Harold L. Teats, Harry J. Poh, Robert W. Thompson, E. J. Saddington, Williard W. Bartlett, P. E. Wagner, Mrs. E. O'Donnell, Miss A. Zavis, Anthony D. Langler, Harry L. Dunwoody, Edward A. Davies, Harry A. Gregory, A. B. Richter, Francis M. Schulz, Lawrence B. Hanlon, Mark E. Rockwell, Romain Stevens, Fred Lawton and F. J. Kinney.

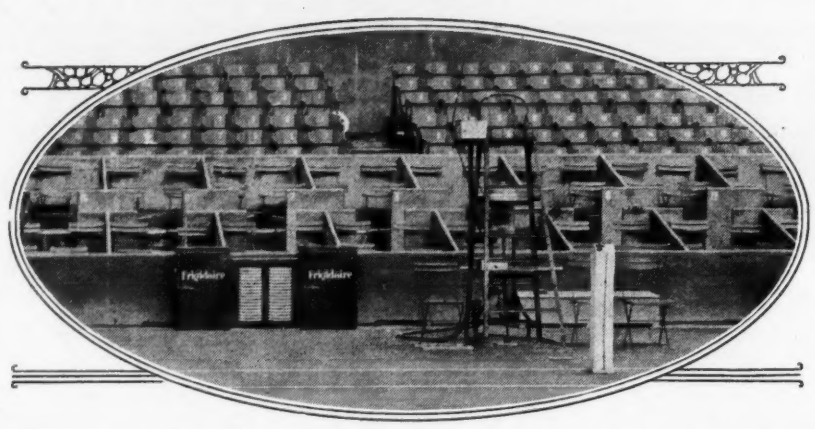
NEW WESTINGHOUSE MOTOR PLACED ON MARKET

THE Westinghouse Electric & Manufacturing Company announces a new high starting torque, ¼ horsepower, 1725 r. p. m. split phase motor, identified as the Type CAH Clutch Motor, for which the starting current is constant regardless of the load, making it especially suitable for driving small machines which are sold for operation on 110-volt lighting circuits, and which must, therefore, meet the current requirements established by certain utility companies.

The design of the clutch mechanism, which gives the motor the very high starting torque, makes it possible for it to start heavy loads. Under normal conditions, the motor carries the load up to speed in the same manner as an ordinary split phase motor. However, in cases where the load is stiff, or is difficult to start because of thick oil or compression, as in the case of pumps or compressors, the motor delivers a series of power impulses that tend to overcome the static friction and inertia of the load and bring it up to speed.

This motor is suited for driving household machines and small industrial machines such as pumps and compressors.

Frigidaire in Sport Realm



ELECTRIC refrigeration entered the field of international sport this season in a big way. Refrigerated tennis balls made their appearance during the summer at three of the leading matches of the season—the Wimbledon championships, the Davis Cup play at Paris, and the matches of the American Lawn Tennis Association at Forest Hills.

In each case Frigidaire cabinets were installed to store tennis balls. Officials have learned that temperatures have a marked effect on the amount of bounce in a tennis ball. It was explained that the constant temperature provided by Frigidaire insured each player that, regardless of the weather, the balls would bounce the same.

For years officials in charge of billiard tournaments have had to keep the delicate ivories at the proper temperature between matches, and also have had to endure severe criticism from contestants who refuse to be satisfied with the condition of the balls when brought forth for play, and who are wont to charge that the balls are too cold to roll truly. With the temperamental Tilden on their hands, the tennis officials will have to pin their faith to the constancy and efficiency of their faithful Frigidaires. It is not hard to picture Big Bill turning up with a thermometer and insisting on taking the temperature of each ball before starting play.

The picture shows the installation made at the Stade Rolland Garros, scene of the Davis Cup matches at Paris.

WESTINGHOUSE PUBLISHES PAPER FOR SALES FORCE

A SEMI-MONTHLY publication issued by the Refrigeration Department of the Westinghouse Electric & Manufacturing Company is being sent to every person in any way connected with the sale of Westinghouse refrigerators. It is called *Cold Selling Talk*. The paper is in the hands of salesmen, dealers and distributors on the first and fifteenth of each month.

The Westinghouse publication is printed on a different colored paper stock every issue, sometimes with an additional spot of color on the front page, sometimes with the entire issue, type matter and cuts, printed in an ink which contrasts with the color of the paper stock, and sometimes black ink is used on pink or yellow stock.

Each issue of *Cold Selling Talk* contains a complete list of Westinghouse sales promotional material, available for the dealer, and includes news about salesmen, dealers and distributors. H. B. Winslow, a former Pittsburgh newspaper and publicity man, is editor.

FRIGIDAIRE FOR APARTMENT IN SAN FRANCISCO

San Francisco, Calif.—Frigidaire Corporation, Sixteenth and Harrison Sts., San Francisco, will install electric refrigerators in every one of the apartments in Mrs. Sara Schwalbe's new three-story $40,000 apartment building, to be erected in San Francisco at Greenwich and Franklin Streets.

THE CONDENSER

ADVERTISING RATE fifty cents per line (this column only).

SPECIAL RATE if paid in advance — Positions Wanted — fifty words or less, one insertion $2.00, additional words four cents each. Three insertions $5.00, additional words ten cents each. All other classifications—fifty words or less, one insertion $3.00, additional words six cents each. Three insertions $8.00, additional words sixteen cents each.

POSITIONS AVAILABLE

WANTED—A middle aged man, married preferred, who is a refrigerating engineer or foreman in a factory manufacturing household refrigeration. Only those whose references will prove both ability and character need apply. Send complete history and credentials, salary expected, in first letter. P. O. Box 132, Worcester, Mass.

POSITIONS WANTED

EXECUTIVE refrigeration engineer seeks new connection with manufacturer of commercial refrigerating units. Box 271.

PRACTICAL executive refrigerating engineer, with a background of many years' training in the design of small commercial plants and their application, who has designed and produced a successful totally enclosed commercial refrigerating unit which has afforded him the opportunity of gathering valuable data on enclosed compression and their characteristics.. The services of this man are available by a responsible organization. Box 277.

SERVICE and installation man is desirous of making a change, have 3 years' experience with Frigidaire and Copeland. At present employed in the east. Would go anywhere if suitable. Single, age 27. Can furnish references. Write Box 276.

FRIGIDAIRE SOLVES BAKER'S PROBLEM

San Francisco, Calif.—Walter Terry, proprietor of the Polly Ann Bakery, 1000 Guerrero Street, San Francisco, recently installed a Frigidaire with "show window" front wherein he displays a tempting variety of frozen delicacies. He is now having W. A. Ferguson, well-known west coast cartoonist, prepare a wall sign selling the customers on the idea of having the more unusual lines of pastry "baked for you while you wait," the dough being all ready in the Frigidaire and in plain sight of the customers. The illustration will be that of a baker transferring the pastry from the refrigerator into the oven. Terry believes this will eliminate the problem of excess pastry on hand.

A SCORE OF KELVINATORS FOR NEW BUILDINGS

Roswell, N. M.—The Mabie-Lowrey Co., Kelvinator distributors, has completed the installation of twenty apartment house cabinets in new buildings erected at Black River village. This is a recreation ground located within eight miles of Carlsbad Cavern, well known in the southwest. Mabie-Lowrey Co. believes that this is one of the largest installations, considering the lineal feet of tubing used, ever made in the state of New Mexico.

RENSCH OF DAYTON WILL SELL ELECTROLUX

Dayton, Ohio—W. E. Rensch on Tuesday, August 26, opened an attractive new sales room here at 18 North Perry Street to handle the sale of Electrolux refrigerators and Brunswick - Sparton radios.

LOW PRICED FRIGIDAIRE GOING OVER WELL

Cleveland, Ohio.—The new Frigidaire models G-3 and G-4 are going over fine," says R. D. Russel, general sales manager of Wm. F. Gray, Inc., 1571 Euclid Avenue, Cleveland, distributors of Frigidaire. "The new $150 refrigerator has opened up a new field for us. Our August sales are eight per cent ahead of those of August, 1929. We are looking forward to big business in the fall."

HOSPITAL BUYS FRIGIDAIRES FOR MORGUE EQUIPMENT

Yankton, S. D.—Ellerman and Lawrence, distributors of Frigidaire in Yankton, recently equipped the morgue at the State Hospital for Insane north of Yankton with Frigidaire equipment. The equipment includes a box 8 by 8 by 8 which allows room for four bodies. Temperatures can be regulated by the morgue operators.

H. C. MINIER JOINS ATLANTA ORGANIZATION

Atlanta, Ga.—H. C. Minier has been appointed sales manager of W. D. Alexander Company, General Electric distributor. Mr. Minier was connected with the Baker Ice Machine Company, of Omaha, Nebr., for a number of years.

KELVINATOR IN WATERBURY

Waterbury, Conn.—The Kelvinator Company of Waterbury has been established at 49 Willow Street. Henry Blatchley is manager of the company.

The Expansion Valve

By GEORGE F. TAUBENECK

Out of the milling multitude of smooth-tongued salesmen, young-and-pretty wives, courteous company employees, Minneapolis delegates garbed in atrociously red polo shirts, New Yorkers in tin top hats, speakers, musicians, demonstrators, and whatnot that peopled the sixth international Williams convention, one brought home dominant impressions of two strong men: C. U. Williams and Walter W. Williams, father and son.

The father is a born merchandiser, the son a born inventor. And the combination has been a winner. Beginning with the Oil-O-Matic oil burner, adding the Dist-O-Stove, and finally introducing the Ice-O-Matic, these two men have built a national business from scratch in their old home town of Bloomington, Illinois.

Walter Williams made the machines, and his father sold them. Incidentally, did you know that Ice-O-Matic was designed long before Oil-O-Matic, although it appeared many years later on the market?

Two decades ago the Messrs. Williams were in the garage business in Bloomington. Walter Williams was of an experimental turn of mind, and had tried his hand at many sorts of novel machines.

Household refrigeration struck him as a corking good idea, and he worked out an inclosed unit which functioned satisfactorily as early as 1914.

Along about that time, however, he became thoroughly dissatisfied with methods of home heating then in use, and evolved an oil burner, the first Oil-O-Matic. Came the war, and off he went, leaving the oil burner in operation.

When he returned from the big parade, the oil burner was still running. Neighbors besieged him to make duplicate oil burners for them, so the story goes, and he spent the next several months trying to supply an ever-growing demand.

Soon the father decided that the son "had something," and so the Williams garage became the Williams Oil-O-Matic Heating Corp.

In the meantime, the younger Mr. Williams had not forgotten his electric refrigerating unit. He kept refining it in odd moments, and when he and his father decided the time was ripe, it was placed on the market.

What will come next from the Williams organization cannot be predicted. It can be said, however, that Walter Williams has some revolutionary ideas on room cooling. Moreover, he is a young man, with the most productive years of his life before him. We shall see what we shall see.

Another striking personality at the Williams convention was C. U. Larkin, vice-president of the Larkin Coil Co. He, too, had an interesting personal story to tell.

Not many years ago Larkin was in the ice business. When he found electric refrigeration making inroads on his commercial sales, he went to his former customers and found out why. Satisfied that this new field was where he belonged, he gave up his ice business and began selling electric refrigeration.

At one place he installed a commercial job that simply wouldn't work. Forty-eight hours a day it ran, yet 46 degrees was as low a temperature as could be obtained. Excessive humidity was the cause.

Factory engineers came out, and pronounced the case hopeless. But Larkin had an idea, and in the space of a few weeks he installed a coil in this humidity-hounded job which brought the temperature down to eight degrees in a jiffy. Naturally both he and his customer were well satisfied.

"I was as proud of that job as any father of his offspring," says Mr. Larkin. "Every spare minute I could find I used just to look at my brainchild.

"Soon I discovered something. The coil didn't frost up like other coils. And then I knew I had something that would sell." From that inception sprang the Larkin Coil Co.

Two high-powered speakers, Rev. Roy L. Smith, the sentence-sermon man from Minneapolis, and Branch Rickey, vice-president and general manager of the St. Louis Cardinals also left indelible impressions.

Humor was parson Smith's long suit. Too, he was "as advertised" when it came to coining epigrams. Read these utterances of his and weep:

"Laugh, and the world laughs with you; snore, and you sleep alone.

"A flapper is an intellectual vacuum with a limited vocabulary and a wonderful turnover."

"Compliment your wife daily—you don't have to tell her the truth."

"A smile is the only thing in the world that hasn't gone up in price and down in value."

"Too many are satisfied with the obvious when the possible is within easy reach."

"Salesmen, the missionaries of industry, are responsible for America's high standard of living."

"Man isn't the head of the house, he's just the neck—he supports the head."

Branch Rickey, trained for the bar at the University of Michigan, a former professional baseball player, and a famous exponent of clean living, looks the part of all three sides to his personality.

Handsome in a rough-hewn fashion, vigorous and firm, he combines the air of the man-of-the-world with that of the look-up-lift-up type. And there sems to be no conflict.

He has an air-splitting voice, professional ease, a delivery as deliberate as a harassed pitcher, and shakes his head for emphasis like a circus lion. A long and unruly forelock beats a continuous tattoo on his forehead as he speaks. From his speech, "A Losing Play," we quote one sentence:

"A good sportsman is a fellow who will clean the fish as well as catch 'em."

Filtrine

Guaranteed **FILTERS** for Electric Water Coolers. *Pure, Clear Water.*

FILTRINE MANUFACTURING COMPANY 49 LEXINGTON AVE. Brooklyn, N.Y. Manufacturers of FILTERS & COOLERS of all sizes.

They Will Not Melt

Realistic Food Products

A complete assortment especially designed for refrigeration display.

27 ARTICLES FOR $20.00

Realistic Food Products Co.
266 Fabyan Place NEWARK, N. J.

Precision Built
VALVE Needles
VALVE Seats
VALVE Mechanisms
Four years of satisfactory service to the industry
Buerk Tool Works
42 Pearl St. Buffalo, N. Y.

Refrigerators Tested • Both Ice and Mechanical Refrigerators Tested for Performance in our Refrigerator Laboratory. This service is unique for the Manufacturer or Distributor.

We invite your inquiries.

George B. Bright Co.
Regrigerating Engineers and Architects
2615 12th Street, Detroit

REFRIGERATION RUBBER WARE

Manufacturers of molded insulation for commercial and domestic refrigerator cabinets. Materials and parts developed to meet the exacting requirements of refrigeration efficiency.

THE AETNA RUBBER CO.
ASHTABULA, OHIO

Refrigerated Food Section

ELECTRIC REFRIGERATION NEWS

Registered U. S. Patent Office.

The business newspaper of the refrigeration industry

In Three Parts—2

ISSUED EVERY TWO WEEKS
VOL. 4, NO. 26, SERIAL NO. 102

Copyright, 1930, by Business News Pub. Co.

DETROIT, MICHIGAN, AUGUST 27, 1930

Entered as second class matter Aug. 1, 1927, at Detroit, Mich.

FIFTEEN CENTS PER COPY
TWO DOLLARS PER YEAR

RESULTS

Of Muncie Campaign Show Public Liking For Frigid Meats

Muncie, Ind. — General satisfaction with the progress of the sales campaign planned to test public acceptance of quick-frozen meats, is expressed by officials of the Indianapolis Abattoir Corporation. Muncie housewives have shown that they like quick-frozen meats, and have shown it by coming back for more, probably the most convincing proof possible.

As stated in the August 13th issue of the Refrigerated Food Section, the quick-frozen "Sally Lee frigid meats" are being sold in eight stores. These were carefully selected so that a representative cross-section of the city's population could be reached, although of course no attempt was made to sell the frozen meats in the poorer sections. Several of the stores are in the business section and the remainder are neighborhood shops. One A. & P. store is selling the quick-frozen meats and one Piggly-Wiggly store also is on the list. The remaining six are independent merchants, all in the better residential districts. Muncie has a population of about 50,000.

The meats themselves are attractively packaged, being wrapped in a combination of vegetable parchment and Cellophane. The Cellophane makes a band around the middle of each package through which the texture, color and character of the meat can be seen by the purchaser. The label is printed on the Cellophane portion of the wrapper, but this method of marking probably will be changed, as it is evident that the label will show up better on the vegetable parchment, and the Cellophane will then afford an unobstructed view of the contents of the package. The weight is plainly marked on each package. These combination wrappers are made by the Milprint Products Corporation of Milwaukee.

All of the meats, with the exception of the big roasts, are frozen in specially designed molds, oblong in shape, making all of the packages uniform in shape and general appearance, the only difference being in size and weight. There are several sizes of molds for each product, to accommodate the different sized cuts. Such items as porterhouse steaks, for example, are placed in the molds in such a manner that they are frozen on the Kolbe freezer in oblong shape. When cooked they at once assume the natural appearance of a porterhouse steak.

This system of making nearly all of the packages, from pork chops to hamburger, uniform in shape simplifies the storage and transportation problems. The frozen meats can be wrapped and stored in a relatively small space, with little waste.

All of the freezing is done in Indianapolis, and the meats are then packed in insulated boxes in the refrigerated store room, taken downstairs in the elevator and wheeled into a specially constructed truck, which makes the trip to Muncie (about 56 miles) daily. A photograph of the truck is shown on another page.

In the eight stores the meats are handled in simply constructed insulated cases, refrigerated with dry ice, which is obtained from Chicago. The boxes, which, as stated in the August 13th issue, are simply storage cases with no display, holding about 200 pounds, were

(Concluded on Page 2, Column 3)

HOLYOKE

Takes to Frosted Foods

Holyoke, Mass. — Birdseye Frosted Foods, now being sold in two stores in this city, have met with a warm welcome. A notable feature of the introductory sales period was the large number of repeat customers from the start, indicating that Holyoke residents had bought much of these foods at the Springfield stores. Springfield newspapers, carrying advertisements of the line regularly, circulate extensively in Holyoke and so had acquainted the local population with the new departure. The stores carrying this line, R. H. Markert and Ritterman's, are both in the leading residential section. Demand for the foods is very well distributed among the various items.

SUNDAY LAWS

THE Sunday closing law is being used in New York to prevent the sale of packaged meats by grocers and other stores of a similar character. A grocer who sold Hygrade packaged meats on Sunday, was fined in the Magistrate's court. The attorney for the New York Retail Meat Dealers' Association appeared to press the charge. The Association is watching out for all such violations of the Sunday law and will fight them vigorously.

NO PROTEST

AN interesting commentary on the attitude of the retail meat dealer toward quick-frozen meats is furnished by the experience of the Indianapolis Abattoir in Muncie. Before starting its experimental campaign, the Indianapolis organization had about a score of butcher customers in that city. It still has them. None of them happen to be selling the quick-frozen meats but there has been no protest from them.

WATCHFUL CHAINS

THE progress of quick-frozen foods has been watched carefully by the Chain Stores Research Bureau, which keeps track of all new developments in food merchandising which may appeal to the chains. It states that "Chain stores are in a fortunate position to capitalize the profit possibilities of quick-frozen meats," and adds a word of warning against trying to handle them without properly refrigerated equipment.

Teacherless

IN order to educate housewives to the possibilities of making delicious frozen desserts containing certain whole milk cheese products, the Pabst Corporation, Milwaukee, Wis., has opened a testing kitchen in their Milwaukee factory.

In the testing kitchen, a young housewife tries out all the suggested recipes. There is no teacher or supervisor present to explain the recipes to her, since the purpose of the kitchen is to determine whether or not these recipes are clearly understood by the average housewife.

By this method the young bride is her own cook and her own judge in actually testing the practicality of the recipes, an entirely new and novel method in domestic science procedure.

Incidentally, the kitchen at the Pabst plant has a Frigidaire to aid in making these tasty frozen desserts. The photo shows Mrs. C. W. Dean, a Milwaukee newlywed, examining a frozen Pabst-ett and prune salad which she made in the kitchen.

MORE CASES

Needed for Frozen Products

Bridgeport, Conn.—Interest in quick-frozen food products is gaining in Bridgeport and other cities of Connecticut, according to present indications, and it appears that a campaign to educate the public to the value of the new cuts may be instituted in the near future.

Vincent A. Glynn, branch manager for Swift & Company, 464 Water Street, is thoroughly "sold" on the new product, and doing everything possible to push its sale. He reports a number of inquiries from interested retailers and says the only bar to widespread sale of the Swift identifiable cuts seems to be the lack of suitable refrigerated showcases in Bridgeport stores.

The Bridgeport plant of Swift & Company was recently equipped with a freezing chamber for storage of the identifiable cuts, a 7 h. p. York unit being installed, and everything is set for a drive to push the sale of the meats in Bridgeport and surrounding territory, which includes Fairfield and Stratford.

"We've got to get more refrigerated showcases into the stores, and convince the public that in frozen meats they are getting just as good quality as in the regular lines," Mr. Glynn said. "While we are not carrying the full identifiable line just at present, we expect to in the near future."

Premium pork chops and Premium dressed chicken are among the best sellers in the identifiable line to date, according to Mr. Glynn. Other cuts carried by the Bridgeport branch include: Premium pork tenderloin, calf sweetbreads, sliced calves' liver, pork cutlets, rib roast, Premium loin and rib lamb

(Concluded on Page 2, Column 5)

BIRDSEYE GOES ABROAD

Gloucester, Mass.—Clarence Birdseye, of the General Seafoods Corporation and inventor of the Birdseye process of quick-freezing, sailed for England recently. Mr. Birdseye expects to be gone a month, or possibly six weeks.

GOOD PROGRESS

Made by Georgia Experimenters

Experiment, Ga.—The research work in the freezing of fruits and vegetables, which is being carried on by the Georgia Experiment Station, has been progressing in most satisfactory fashion in the last two or three months. There is now in storage at the Station more than 500 pounds each of frozen strawberries, blackberries, raspberries and four varieties of peaches.

Smaller quantities of lima beans, tomatoes, plums, cherries, pears, grapes, cantaloupes and cucumbers also have been frozen this season.

The freezing of peaches has made remarkable progress in Georgia this summer. The Experiment Station is preparing a bulletin on the subject which will review thoroughly all that has been accomplished. It is expected that next year, peach freezing plants in this state will have a capacity of 100,000 pounds per day during the peach season.

PATENT

Action Begun In Boston Court By Petersen Against General Seafoods

Boston, Mass.—An action has been begun in the United States District Court, District of Massachusetts, by Paul Willer Petersen of Chicago, against the General Seafoods Corporation. Mr. Petersen prays for an injunction, an accounting and damages, claiming that the General Seafoods Corporation has infringed United States Patents No. 1,681,009 and United States Reissue Patent No. 15,683, both issued to Mr. Petersen. The suit, an equity action, is No. 3316. Mr. Petersen is represented by Jones Addington, Ames and Seybold of Chicago, with Heard, Smith and Tennant of this city as associate counsel.

The first of the patents mentioned covers the chemical processing of fish before freezing, and is not the important phase of the suit. The real struggle will probably come over the charges of infringement of Reissue Patent No. 316. As may be seen from the drawings attached to the patent, which are reproduced on Page 4, this patent involves the invention of a narrow box to be filled with fish or other products and then immersed in brine for freezing. Mr. Petersen has contended that this was the first application (the patent was originally issued July 11, 1922, application having been filed Oct. 12, 1921; the reissue being dated Sept. 4, 1923, application filed June 16, 1923) of the principle of freezing between two metallic conductors placed close together, the sides of his box being the metallic conductors so placed. It is probable that his attorneys will contend that the two

(Concluded on Page 4, Column 3)

NOVELTY

Of Design Marks DoleCo Case

Chicago, Ill.—Recognizing the fact that expert opinion in regard to the handling of quick-frozen products is swinging around to a demand for lower temperatures, the Dole Refrigerating Machine Co. of this city has brought out a new type of case which maintains temperatures from 0 to +5 F. in the display section, and from 0 to — 5 in the storage compartments. When the fact is added that the new case (one of them is already in operation in Springfield, Mass., as announced in the August 13th issue of the Refrigerated Food section) requires no defrosting, its future looks exceedingly promising.

The DoleCo cold plate system is used in this new type of case. Two plates, one above and the other below the foods in the display section furnish the refrigeration. The storage compartment is completely surrounded by DoleCo cold plates, the foods in storage being refrigerated from four sides. Air circulation is eliminated or at least reduced to a minimum. The skeleton view of one of the cases, which appears on Page 4, shows the general construction of the case. Certain details of the refrigerating system have not been revealed by the manufacturers.

One type of DoleCo case will be constructed in two units. The display section behind which the salesman will stand, will be entirely separate from the storage, which will be taken care of by a wall cabinet. This type is being made with two sizes of wall cabinets for storage. One size will handle approximately 2,000 pounds of quick-frozen foods, and the other will hold 3,000 pounds.

The case now in operation in Springfield will take care of about 1,000 pounds of frozen products, 850 pounds in the storage section and the remaining 150 pounds in the display end. This case is built as a single unit, the wall cabinet idea having been developed later. One end of the case is devoted to storage and the rest is all display.

The DoleCo cold plate system has been looked over carefully by the leading producers of quick-frozen foods, and the fact that one case is already in use in Springfield, shows that General Foods is giving it a thorough test. With the extension of the General Foods activities in the future other DoleCo cases doubtless will be used.

The new DoleCo combination display case and storage box, together with the

(Concluded on Page 6, Column 3)

GEORGIA PEACHES

Frozen at Monticello and Montezuma

Atlanta, Ga.—Dispatches regarding the development of peach freezing in Georgia this summer have been somewhat confusing to the uninitiated. Two names, Montezuma and Monticello, have been turning up in the news with great frequency, and it has been difficult at times to distinguish one from the other.

Here is the situation: W. R. Tucker, of the Atlantic, Birmingham & Coast Railway, the man who started the ball rolling more than a year ago, first enlisted the interest of R. V. Grayson and C. M. Foster. A corporation was formed, known as Polar Products, Inc. In May of this year Mr. Tucker relinquished his interest in the organization and later on joined forces with Tom Huston, of Columbus, noted producer of salted peanuts.

The Monticello plant was built and operated by Polar Products, the Grayson-Foster corporation, and the Montezuma plant was constructed and operated by the Huston-Tucker combination. As a result, even more Georgia peaches have been frozen this year than anyone expected when the first plans were made.

There is one common denominator in the situation in the person of C. Pomeroy Goree, better known as Roy Goree, an Atlanta representative of the Frick Company. Mr. Goree has done much of the engineering and planning for both companies.

First to get into action was the Monticello plant, but both were in full operation by the time the peach season reached its height. The Monticello plant has a capacity of 15,000 pounds in a 24-hour day, while the Montezuma plant is much bigger, freezing 40,000 pounds in the same time. A 20-ton ammonia refrigeration machine runs the Monticello plant, while a 40-ton ammonia compressor and a 33-ton carbon dioxide compressor, both Frick machines, handle the load.

It is expected that freezing operations in Georgia this year will put between 800,000 and 1,000,000 pounds of quick-frozen peaches in the markets of the country. This means that a large part of the crop that in past years has been wasted will be saved. Atlanta has been buying frozen peaches since the middle of July.

Polar Products, Inc., owners of the Monticello plant, are planning to extend operations next season by constructing at least two additional quick-freezing plants. Some experimental work on other fruits and vegetables has been carried on at Monticello. Among the products frozen are figs, beans, peas, cantaloupes, grapes, and sweet corn.

REFRIGERATION PROTECTS SAUSAGE MEATS

New Haven, Conn.—The York Ice Machinery Corporation has installed a $25,000 refrigeration system in the new plant of Hertler & Company, 931 State St., manufacturers of frankfurters and bolognas.

The system includes an automatic central refrigeration unit which cools one refrigerator 38 x 15 feet and 13 feet 6 inches high; one freezer, 15 x 9 feet, 13 feet 6 inches high, and one cooler of irregular shape, approximately 14 feet square and of the same height as the others.

The meat employed in making the frankfurters and bologna is constantly being moved in and out of refrigerating chambers, trucks being employed for this purpose. The meat has to be cut three times before it is fine enough for filling.

Muncie Sales Campaign

(Concluded from Page 1, Column 1)

built by the Indianapolis Abattoir Corporation in its own plant. Economy of construction is their outstanding feature, as those in charge of the campaign feel that in order to make a thorough success of quick-frozen meats the retailer must be provided with a case that does not cost one cent more than necessary. The Indianapolis Abattoir Corporation retains ownership in the cases, renting them to the stores in which the goods are sold.

Although dry ice is being used to refrigerate the cases in use here, Louis F. Thompson, who is supervising the campaign, is by no means wedded to that method and has been trying out various mechanical units with a test case at the plant back in Indianapolis.

Effective use of advertising has marked the campaign from the start. No attempt was made to conceal the fact that the "Frigid Meats" are frozen. That fact is acknowledged at the outset and used as a positive sales argument. The first full page advertisement in the local newspapers, which appeared the day before the campaign opened, presented the arguments for quick-frozen meats in convincing fashion. Addressing the "Housewives of Muncie," the advertisement said:

"Tomorrow—for the first time—you can take advantage of a totally new idea in the buying and serving of meats—new in its convenience—new in its standardized quality—new in its sealed packages—new in its preservation of the savory juices which make meat so much more appetizing.

"All domestic science experts know that there is a certain time—and only one time—when each piece of meat is at its best. Prepare it then and you have the utmost in tenderness and tastiness. Use it sooner—or later—and you lose something in quality and flavor.

"Until now there has been no way for you to know whether meat had reached—or passed—that point. But now this most important question is settled for you by Sally Lee Frigid Meats.

A Wonderful New Discovery

"Each cut can now be selected at exactly the right moment—and due to a wonderful new scientific discovery, *that moment prolonged until you prepare the meat for your table.*

"This sounds like magic—but in reality is simple. The meat is merely plunged instantaneously into frigid cold—many degrees below zero—and kept at near-zero until delivered to you.

Freshness and Flavor Held Against Time

"The result is unlike anything you have known. For the *freshness* and *flavor* are held against time—awaiting your enjoyment. Indeed, with this new process, time ceases. *Quality* remains indefinitely—unchanged.

Eliminating the Uncertainty of Meat-Buying

"Every element of uncertainty is removed from meat-buying. The selecting of the very best cuts is done for you—in advance—by experts who devote their lives to this task. All trimming and cutting is done at the source of supply under U. S. Government supervision. Then these prime cuts are plunged into a temperature that prevents any change in their quality—wrapped, labeled and kept ready for your use.

"If you really want to know a new delight in the serving of luscious meats you'll try Sally Lee Frigid Meats at once. You'll agree that you never thought meats could be so uniformly tender and delicious."

Of the more than thirty items on the "Sally Lee" list the leaders have been steaks, pork chops, rib roasts, stewing beef and hamburger. As has been the case everywhere quick-frozen meats have been sold, there was considerable experimental buying of the smaller and less expensive packages at first, followed, even more quickly than was expected, by repeat orders for the larger items, such as steaks and roasts. The Swiss steak has sold remarkably well almost from the beginning.

Some of the prices per pound of the meats now on sale here follow: Center cut pork chops, 37 cents; Swiss steak, 42 cents; selected lamb chops, 55 cents; veal cutlets, 45 cents; rolled rib roast, 43 cents; sirloin steak, 42 cents; stewing beef and hamburger, 25 cents.

The merchants who are selling the frozen meats seem well pleased with them. One of the most successful is J. E. Hays, who has been running a progressive grocery business in Muncie for many years. About fifteen years ago he added a meat department rather against his will, and has been running it ever since because he felt that he had to. He has welcomed the frozen and packaged meats with undisguised enthusiasm and his enthusiasm is reflected by the sales sheet.

Another store that is doing well is a small neighborhood grocery run by F. I. Kelso with the able assistance of Mrs. Kelso. Both are exceedingly popular with their customers, and their recommendation of the "Frigid Meats" has made many an initial sale.

The test campaign was originally scheduled to run for one month. That period is nearly over, and the Indianapolis Abattoir Corp. and Mr. Thompson are now planning their next move.

The delicious meats we are serving this week are

Sally Lee Brand
FRIGID MEATS

Cards given out at Rotary and Kiwanis luncheons

The pictorial appeal to the Muncie housewife

CONNECTICUT

(Concluded from Page 1, Column 2)

chops, Premium leg of lamb, and Premium loin roasts.

Close co-operation of the packers and refrigerated showcase manufacturers will do much to aid in promoting the widespread merchandising of quick-frozen cuts, in Mr. Glynn's opinion. Retailers must have proper display equipment before any serious drive can be started, but once started, he is confident it will result in unqualified success.

This belief is echoed at the Swift plant at 167 Long Wharf, New Haven. Much the same situation exists in New Haven, according to Swift employees. This branch is also in a position to handle the full line, but is carrying only a part of the identifiable cuts at present.

In Meriden the grocery firm of Fred L. Yale & Son has installed Lig-o-Nier cases with a complete line of the Swift identifiable cuts, one of the first Connecticut stores to handle the chilled cuts.

KEEPING ABREAST OF TIMES

Louisville, Ky.—The picturesque Old Stone Inn on the Shelbyville Road has recently installed a large General Electric refrigerator and ice maker.

Armstrong

ANNOUNCES

A FROZEN FOODS DEVELOPMENT COMMITTEE

EVERYBODY is talking quick-freeze—wondering how soon the new industry will be in full swing—studying its requirements—preparing for its demands.

That's what we're doing at Lancaster. We've appointed a Frozen Foods Development Committee consisting of men versed in research, engineering, production, merchandising, and advertising. This committee is in charge of our quick-freeze work—work that deals principally with insulation. *For on insulation falls the brunt of maintaining the necessary low temperatures.*

This committee is intensely interested in the new insulation problems that you are facing. The entire line of distribution must be properly equipped to handle quick-frozen products. Stringent requirements must be met at every step in the marketing process.

To help you with these problems, Armstrong's Frozen Foods Development Committee is prepared to offer you engineering and research facilities based on 30 years of experience in low temperature work. If you are interested in quick-frozen products, write us—tell us your problems. The knowledge and experience of the committee can prove valuable to you. Of course no obligations are incurred—just drop a line to the Frozen Foods Development Committee, Armstrong Cork & Insulation Company, 917 Concord Street, Lancaster, Penna.

Armstrong's (A) Product

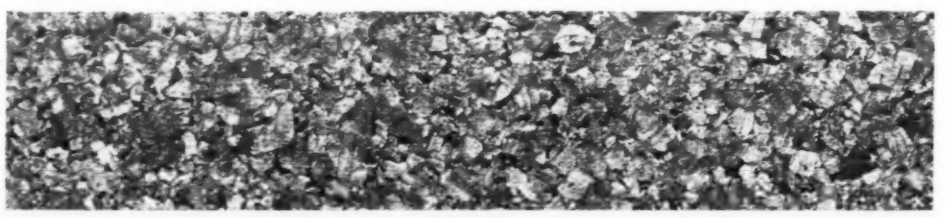
Corkboard Insulation for Every Refrigeration Need

Armstrong's Corkboard Insulation

1. Is an efficient barrier to heat transmission
2. Won't absorb moisture
3. Won't warp, shrink, or buckle
4. Won't decay or deteriorate
5. Is fire retarding
6. Has structural strength
7. Repays its cost in a short time

Therefore Armstrong's Corkboard Insulation is the best Insulation for

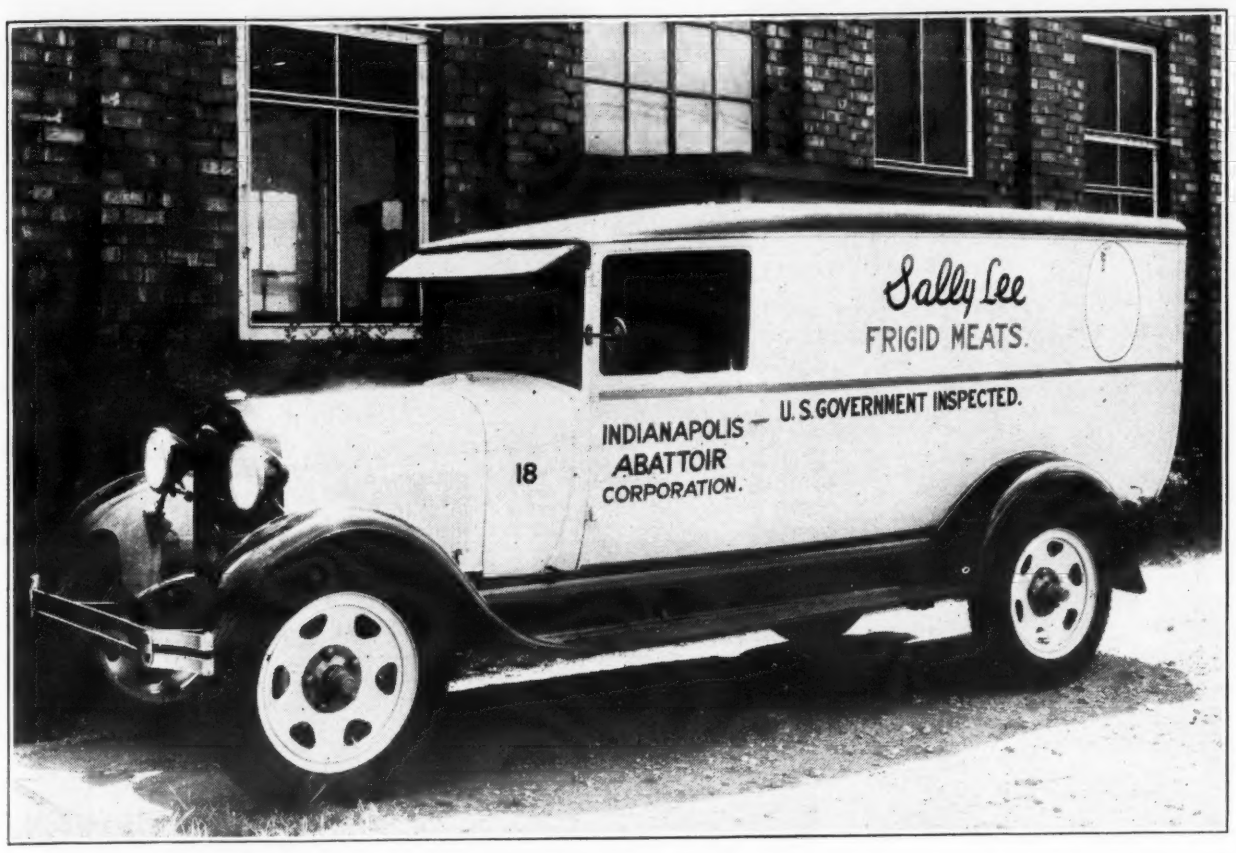
1. Quick-Freezer Rooms
2. Cold Storage Buildings
3. Refrigerator Cars
4. Refrigerated Trucks
5. Commercial Display Cases



Armstrong's Corkboard Insulation

The Standard Insulation for All Refrigeration

Sally Lee's Frigid Express



This conspicuously painted high-speed truck carries the Sally Lee Frigid Meats from the freezing plant in Indianapolis to Muncie. It makes daily trips and goes over the route twice on Saturdays.

TOOMEY IS WILLING TO WRITE TESTIMONIAL

Providence, R. I.—Jack Toomey, truck driver for an ice cream company here, thinks refrigerated trucks should open from the inside as well as the outside.

Toomey entered the refrigerated compartment of his truck to get some of his wares, and accidentally locked himself in. While scores of sweltering pedestrians, any number of whom would gladly have changed places with Toomey for a few moments, passed his parked truck, the refrigerated truck driver became colder and colder.

At last a woman, seated in a parked car near the truck, saw the handle of the truck's back door move. Her husband opened the door and found Toomey on the verge of collapse.

When last seen the congealed gentleman was ready, anxious and willing to write an enthusiastic endorsement of the refrigerating equipment.

DEALERS

This Service Helps You Make More Money

THESCO SERVICE places at the dealer's disposal a group of highly experienced refrigeration and display counter engineers, designers, and layout men, who survey the prospective project, apportion refrigerator and counter floor-space to provide most economical and efficient use of it, and recommend or specify equipment to fit the particular purposes and needs the equipment is to serve.

THESCO SERVICE is the result of 60 years' experience in the making of fine equipment, and exhaustive research into actual refrigerator and display counter requirements. It helps the customer. It makes money and broadens the market for the dealer.

A Few Territories Open

Distributors: A few fertile territories are open to THESCO representation. Write for complete proposition, discounts, and catalogs showing THESCO standard and special equipment installations.

QUALITY THESCO SINCE 1870

The C. Schmidt Co.
John and Livingston Ave.
Cincinnati, Ohio

PATIENCE

Advocated By Chain Store Man

Omaha, Neb.—The meat dealers of Omaha have shied away from the quick-frozen and fancy cut meats so far. One prominent manager operating eight chain stores in the city stated it might be a good thing, "but we canont afford at this time to make a change. I can see where we could effect a saving in marketing and a little of this at each store would mean quite a bit to us in a year. But the public is fickle and with us the risk at present would be too great. I do believe the time is coming when the packers will open retail stores to dispose of the products.

"Should this take place then I make the prediction the quick-frozen meats in fancy cuts of different sizes ready for the oven, will go over big. In connection with this is the big danger of going too far and eventually reducing the quantity of meats sold. Just now the public is not meat crazy. In fact, some of the best families have cut meat from the list of food. Let the doctrine now being talked in some quarters once get hold of the minds of the housewives and the meat trade would be reduced 25 per cent in no time. So let us be cautious and cultivate carefully our present trade. When thorough surveys show the call is here for the quick-frozen meats then push vigorously, but not before."

SANDWICH SHOP FINDS REFRIGERATOR USEFUL

Kansas City, Mo.—The Drake Sandwich Company, which recently opened its fourteenth assembling plant here, has a WF 40 Kelvinator to care for the material that goes into the Mrs. Drake sandwiches. It was sold by the Western Kelvinator Co.

No finished sandwiches go into the refrigerator, as they are made up fresh and delivered in air tight packages, and any unsold each day are taken back and sold for hog feed. The large amounts of butter, eggs and other foodstuffs required for the thousands of sandwiches (sales were 5,000 per day at the end of the first three weeks) are kept sweet and fresh by Kelvinator. A saucy yellow duck, with Mrs. Drake across it in black letters, that appeared on cars and in drug stores puzzled Kansas Citians at first, but now many people know it is the sign of fourteen kinds of delicious sandwiches.

NEW DEALER LANDS BIG ORDER

Cleveland, Ohio—Although E. D. Sutton is one of the newest of the Cleveland district Frigidaire dealers, he has landed an unusually large order, it was announced recently by William F. Gray, Inc., Cleveland distributor. Mr. Sutton will furnish Frigidaire refrigeration equipment for the cafeteria and kitchen of Andrews Institute. The Sutton store is at Meadowbrook and Lee Roads, Cleveland Heights.

A. & P. BUYS FRIGIDAIRES

Cleveland, Ohio—William F. Gray, Inc., Cleveland distributors of Frigidaire, announced recently that 16 Frigidaires had been purchased by Atlantic & Pacific Tea Co.

"Two-Profit" Sales to

Dairy Farms
Milk Dealers
Hotels
Restaurants
Town Clubs
Country Clubs
Etc.

ESCO is the "reason-why" your prospect will want a refrigerating unit. Sell him an ESCO to do a definite job and you will also sell him the corresponding unit. One sale — two profits.

Esco Milk Coolers for Dairy Farms open up a vast sales field for your present organization. Esco Coolers for Bottled Milk give you a much wanted proposition for the Milk Dealer. Esco Ice Makers and Soft Drink Coolers sell to hotels, restaurants, clubs, etc.

Without these great prospects you are merely scratching the surface of your opportunity

National advertising, sales helps, data tables—everything to help you. Ask us about it today.

ESCO CABINET CO.
WEST CHESTER, PA.

ESCO

In this modern market

Thesco MONEL METAL *display units help SALES*

The Greater Wegmans Stores, Rochester, N. Y., showing some of the Monel Metal trimmed Thesco display counters manufactured and installed by THE C. SCHMIDT CO., Cincinnati, Ohio. All counters in the grocery section of this store are also covered with Monel Metal.

HERE is good storekeeping at its modern best—an outstanding example of sound merchandising—of inviting display. It's the kind of store women patronize without hesitancy, because it makes a favorable impression from the very first glance.

Confidence is immediately inspired by the sight of gleaming Thesco refrigerated counters trimmed with silvery Monel Metal. Here, as in other fine display units, Monel Metal imparts a note of lively, eye-catching modernity, an atmosphere of business-like efficiency and spic-and-span cleanliness.

Monel Metal's beauty and inherent cleanliness is due to its high Nickel content. It will never rust and it is extremely resistant to corrosion. It can be kept bright and attractive with a minimum of cleaning time and effort. It is also extremely resistant to denting and scratching. It is strong as steel, with no coating to chip or wear off.

Whether you are a user or manufacturer of display equipment, it will pay you to know all about Monel Metal. Let us send you complete information.

Send for New Booklet "The Cash Value of Appearance."

Monel Metal is a registered trade mark applied to a technically controlled nickel-copper alloy of high nickel content. Monel Metal is mined, smelted, refined, rolled and marketed solely by International Nickel.

INCO MONEL METAL

MONEL METAL
MODERN AS TOMORROW

THE INTERNATIONAL NICKEL COMPANY, INC., 67 WALL STREET, NEW YORK, N. Y.

REFRIGERATED FOOD SECTION

ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Refrigeration Industry

Published by

BUSINESS NEWS PUBLISHING CO.

550 Maccabees Building, Woodward Avenue and Putnam Street
Detroit, Michigan. Telephones: Columbia 4242-4243-4244

Subscription Rates:

United States and Possessions: $2.00 per year; three years for $5.00
All Other Countries: $2.25 per year; two years for $4.00

Advertising Rates on Request

F. M. COCKRELL, *Publisher*

WILLIAM JABINE, *Editor* — FREDERICK W. BRACK, *Advertising Mgr.*
JOHN DRITTLER, *Managing Editor* — GEORGE N. CONGDON, *Business Manager*
GEORGE F. TAUBENECK, *Assistant Editor*

Eastern Manager: H. A. DeLashmutt, 1950 Graybar Bldg., New York, N. Y. Phone Lexington 9113
Chicago Representative: F. W. Henkel, 306 S. Wabash Ave., Phone Wabash 6668

Copyright 1930 by Business News Publishing Co.

VOL. 4, No. 26, Serial No. 102, Part 2 — August 27, 1930

Temperatures

IN the last issue of the Refrigerated Food Section, manufacturers of display and storage cases were reminded that the producers of quick-frozen products were asking for something new in design; for cases especially planned for the new frozen foods. They were informed that the old fashioned type of case was not meeting with the enthusiastic acceptance that many of them thought was its due.

This time it is the producers' turn to give heed to what the case manufacturers would like to know. And there is just one question that all of them ask when they are invited to give their attention to quick-frozen foods.

"What is the temperature at which quick-frozen foods should be kept while in the retailer's possession?" It may be that the whole industry is so new that the producers do not yet have the answer to that question, but the sooner they get it the better. There has been a distressing lack of unanimity among the producers on that phase of the situation that has had a discouraging effect upon the whole case building industry. Some manufacturers have understood that temperatures of 15 to 20 above zero, Fahrenheit, were satisfactory, only to find that theory laughed at when they produced a case that would maintain those temperatures. Others have made cases which would hold the quick-frozen products at much lower temperatures, and in the absence of any authoritative word on the subject, have wondered whether or not they were spending their brains and money unnecessarily.

Of course each producer may say that he is perfectly willing to state his own requirements, but that he is in no way responsible for the others. Technically that is correct, but on the other hand, it doesn't help the case manufacturer to any great extent. The manufacturer wants to make a case that will take care of all quick-frozen products, not those of only one producer. If said producer wants to buy cases by the hundred and place them in the retailer's hands, that is another story, but thus far there has been little indication of that happening, despite the example set by the ice cream industry. But as things stand now, the average case manufacturer wants a full and fair chance at the enormous market that will be opened up if quick-frozen foods achieve the popularity for which they seem to be headed.

Can and will the producers help him in this aim? Isn't it possible for them to fix some sort of standard that will provide a temperature index upon which he can rely with some sort of confidence? The manufacturer is more than anxious to build cases that will fit the requirements of the producers, for he naturally wants to make his share of money when the new industry gets into full swing.

Recent indications are that the tendency is toward lower temperatures. Why not turn these indications into definite, reliable facts?

* * *

Patents

THE patent action brought in Boston by Paul Willer Petersen against the General Seafoods Corporation will undoubtedly clear up some of the points in regard to quick-freezing that have been the subject of considerable discussion pro and con. Both Mr. Birdseye of General Seafoods and Mr. Petersen are among the pioneers on this side of the Atlantic in the development of the quick freezing of fish, and on one or two important points—their degree of importance will depend upon the view of the courts—each claims priority.

Both men show a refreshing willingness to leave the whole matter in the hands of the court for decision, and neither seems anxious to hurl accusations at the other as is done so often in patent actions. Each seems to believe that the other is acting in good faith.

A patent suit begun and handled in such an atmosphere should be of benefit to the industry. The ways of the courts are slow, and it probably will not be finally decided for some time to come. The Refrigerated Food section will follow the case as a matter of news of great interest to its readers, and will of course maintain an attitude of strict neutrality.

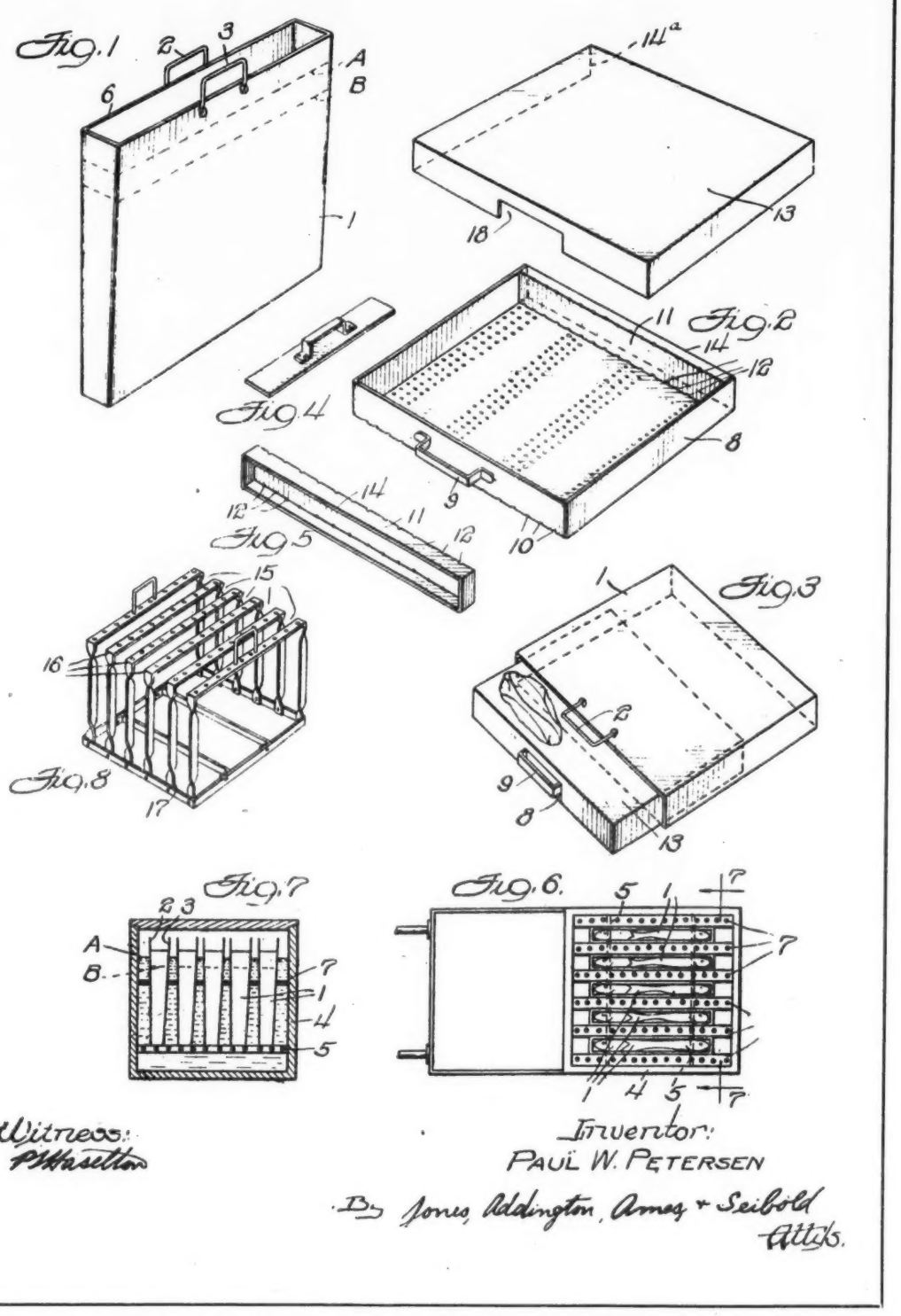
Up to the Court

Sept. 4, 1923. — Re. 15,683

P. W. PETERSEN

METHOD AND APPARATUS FOR HANDLING COMESTIBLES

Original Filed Oct. 12, 1921



Drawings attached to patent on which P. W. Petersen relies

(Concluded from Page 1, Column 5)

metal belts between which fish and other foods are frozen by the Birdseye process merely constitute an adaptation of Mr. Petersen's principle.

The determination of this contention is, of course, now in the hands of the court. The progress of the action will be followed with great interest by the new quick-freezing industry, for if Mr. Petersen succeeds others than the General Seafoods Corporation, and its parent organization, General Foods Corporation, will be affected. It now is all in the hands of the Court.

BACKWARD

Butchers Gaining Notoriety

THE reactionary ordinance pased by the Minneapolis city council at the request of and for the benefit of the butchers, is attracting general attention, practically all unfavorable. The following brief editorial comment, under the heading, "A Job for the Brooms," was printed in the August 14th issue of *Printers' Ink:*

"In Minneapolis, so we read in the *Interstate Grocer*, meat vendors have obtained the passage of a city ordinance so that they can control the sale of frozen foods. The ordinance prevents the sale of meat in stores that are not equipped with 'walk-in' coolers.

"'We didn't object to the package,' says the secretary of the Meat Dealers' Retail Association, 'but we didn't want every Tom, Dick and Harry to go into the business.'

"Once upon a time, according to folklore, a simple old woman tried to sweep back the rising tide of the sea with a broom. And ever since then men have attempted to stem the tide of progress with the help of puny laws and ordinances.

"Brooms are made to serve a purpose—the purpose of putting one's house in order."

SCHAEFER SELLS COOLERS

Milwaukee, Wis.—What is undoubtedly one of the largest installations of GE bottle water coolers in one building has recently been made by the E. H. Schaefer Corporation, Milwaukee distributors of the General Electric line. The coolers were placed in the Plankinton Arcade Building, West Water, Wisconsin Avenue and Second Street, one of the largest office structures in this part of the country. These coolers, which will dispense Graf's Waukesha Silver Sand spring water, are of the latest type.

REFRIGERATORS LINE UP AT BIG MISSISSIPPI FAIR

Davenport, Ia.—Electric refrigeration displays occupied nearly twice as much space at the annual Mississippi Valley Fair and Exposition here as last year, which set a record up to that time. Total space given over to such exhibits ran more than 1,000 square feet. Retailers as well as distributors showed various models. Frigidaire, General Electric, Absopure, and Kelvinator were among those represented.

COPELANDS ARE COMMON IN CONNECTICUT

New Haven, Conn.—New Haven Electric Company, Copeland distributors for Connecticut, has completed the following installations, according to C. F. Ganter, warehouse manager: P. Tanicone, 15 Union Street, Waterbury, market cooler with ½ h. p. compressor; Peter Kelly, 658 Washington Avenue, New Haven, combination store and storage case, ⅓ h. p. compressor; Bartholomew Brothers, Wallingford, 8-can milk cooling cabinet with aerator and circulating pump, ⅓ h. p. compressor; R. A. Dingwall, Litchfield, and C. H. Twing & Son, East Morris, 4-can milk cooling cabinets with ⅓ h. p. compressors; Tide Mill Tavern, Southport, Seegar restaurant box with ⅓ h. p. Copeland compressor.

CHILLED

Meats Must Be Considered

RICHARD T. KEEFE
Arkansas City
Kansas
August 19, 1930.

Business Men's Publishing Co.
Detroit, Michigan.
Gentlemen:

The writer has been following, with considerable interest, your various articles in the Refrigerated Food Section in the ELECTRIC REFRIGERATION NEWS and was particularly interested in your editorial coming in the August 13th issue headed "Wide Open."

We feel sure that the manufacturers of equipment that will be used in the future must not only take into consideration frozen foods but also have to adapt their cases to hard chilled meats, as we believe that the hard chilled meats will eventually divide the patronage with the low quick-frozen product. The hard chilled product will not be very much different from the product that is sold over the butcher's counter at the present time, and will not require any particular change in the handling at the home ice box.

Very truly yours,
R. T. KEEFE.

FOR THIRSTY LITIGANTS

Leavenworth, Kan.—The Kansas Electric Power Company, Kelvinator distributors, has secured a contract for the installation of a water cooler system in the new County Court House, one of the finest structures ever erected in this city.

EXPERT

From Washington Believes In Quick-Frozen Meats

THE brief excerpt printed in the August 13th issue, from the address of W. C. Davis, marketing expert of the United States Department of Agriculture, at the meat retailers' convention in Minneapolis, was not enough for one reader of the Refrigerated Food Section. He thinks that more of the speech should have been printed. There doubtless are many other readers of the Refrigerated Food Section who will agree with him, for Mr. Davis went into considerable detail and presented a strong case for packaged meats. He said:

"Experiments in the sale of frozen-precut packaged meats have shown the need for placing them in the home before any defrosting has commenced to take place. This means then that practically freezing temperatures must be provided all along the line until delivery to consumer is made. Under present conditions in retail markets, and making use of refrigerating facilities with which the average retail market is equipped, satisfactory results, for the most part, cannot be obtained.

"Some progress has been made in the distribution of frosted, precut and ready packaged meats, but the great problem confronting the industry today seems to be that of procuring adequate refrigeration at points of retail distribution. For the retailer this means storage space and display facilities of a different construction than that now in general use. Any defrosting or softening of the product prior to its delivery in the home will contribute to unsightly appearance, and this in itself will influence consumer preference and retard distribution.

"A satisfied consumer is essential to the success of any distributive system regardless of what the product may be.

"The introduction of frosted, precut and ready packaged meats will go down in history as one innovation of the year 1929. The introduction of freshly cut (unfrozen) precut and ready packaged meats will be recorded as an innovation for the year 1930. Both are still in the experimental stages, but sufficient results have been procured to show that in proportion as adequate facilities are provided, they will ultimately find a place in the scheme of distribution and become a factor in our general meat marketing program. Progress of either can be retarded or enhanced according as retail distributors in general meet the essential needs which are peculiar to the projects.

"The possibilities for national distribution of frozen precut, packaged meats outweigh materially the possibilities of that of fresh (unfrozen) precut packaged meats. Although the cuts may be identical in all essential respects the difference in preparation for market precludes the possibility of shipping fresh retail cuts long distances. The possibilities for distributing the frozen cuts over extensive areas under adequate refrigeration from a central point are almost unlimited. For this reason it is logical to assume that for the present, at least, the distribution of unfrozen precut packaged meats must of necessity be limited to local areas easy of access to the central cutting plant.

"Consumer prejudice against the use of frozen meats is a factor with which the frozen meat industry has always had to contend. This, therefore, is a factor of no mean importance in the present instance.

"In the relatively short time since the introduction of frozen precut packaged and fresh precut packaged meats, greater progress seems to have been made in the distribution of the fresh product. In the case of the latter, specially constructed refrigerator cases embodying both storage and display space have been provided. Uniform temperatures ranging from 32 to 34 degrees F. with an average of 33 degrees have been maintained.

"Following a period of experimentation extending over a period of approximately four months in which the Department of Agriculture is interested, because the grading service is involved, all reports indicate most satisfactory results, both to the packer and the retailer in those markets the meats are on sale. No complaints on the part of consumers have been received.

"In this particular experiment only one case was installed at the outset, and this was in a tea and coffee store which had not previously handled meats. Result of the first installation over a period of approximately five weeks are interesting and are indicative of what might be expected when the method is made available under a plan of extensions that is already under way. The case was installed and ready for business on a Friday in April. Sales from this case for the first two days amounted to $72.28; sales for the next week were $330.41; the following week (Holy Week), $302.52; the fourth week $452.27 and the fifth week $530.78.

"Up to the present time between forty and fifty cases have been installed, in as many retail markets, most of which have heretofore handled no fresh meats. We are advised by the management that applications for similar installations in other markets running into hundreds are now on file. The method is an innovation in meat retailing, and one which gives every promise of becoming in the not distant future a factor of considerable importance in retail distribution.

"The attitude of retail meat dealers so far has for the most part not been favorable to the new method of distribution. Naturally you are asking yourselves what effect will the sale of packaged meat have on my business, and where do I as a retailer fit in the program? Developments so far indicate that this new method is gaining favor with consumers where it has been introduced. The great bulk of business done so far, mind you, has been done in delicatessen stores and grocery stores which have heretofore handled no meats other than cured meats. It is logical to assume that this new distribution does not represent any increased consumption of meats.

"Therefore if consumers in these areas in New York City are not eating more meats, then their purchases from the new cases installed in grocery and similar stores logically represents a portion of such business that formerly went to retail meat dealers already located in those areas. There is food for thought here and retailers should not close their minds without the most careful consideration.

"If the system fits into our economic life and finds its place in our distributing system, then why force the sale of meats through a greater number of outlets? I have said this newer innovation, that of selling fresh (unfrozen) precut ready packaged meats gives promise of becoming a considerable factor in retail meat distribution. I will go further and say that results so far show conclusively it is finding its place not only from an economic standpoint, but from standpoint of consumer convenience. The trend in food distribution during the past two decades has been toward convenient consumer packages. To a great extent consumers are becoming brand conscious. By that I mean they are more and more purchasing on the basis of quality or grade and the package idea provides the means for properly identifying the product on quality basis..

"Once they are assured of uniform quality the brand becomes of particular significance. In the present instance the U. S. Government grade label on the package of meat needs no comment. Consumers generally are more and more coming to realize its importance.

"The thought I want to leave with you in so far as the sale of packaged meats are concerned, is it wise to take a stand that will result in opening up new avenues of retail meat distribution? The efficient retailer is the logical one through whom meats in every form should reach our tables. There are enough already—why increase the number?"

Automatic

MODERN refrigeration has made it possible to keep food and beverages cool on the hottest highways—the place where, ordinarily, the need for them is most pronounced. As a result of this, an automatic soda and soft drink fountain has been developed, which is working satisfactorily.

The device is the invention of a Mr. Maescher, of Cincinnati, and is produced by the Waltz Typewriter and Adding Machine Co., 7th and Main Streets.

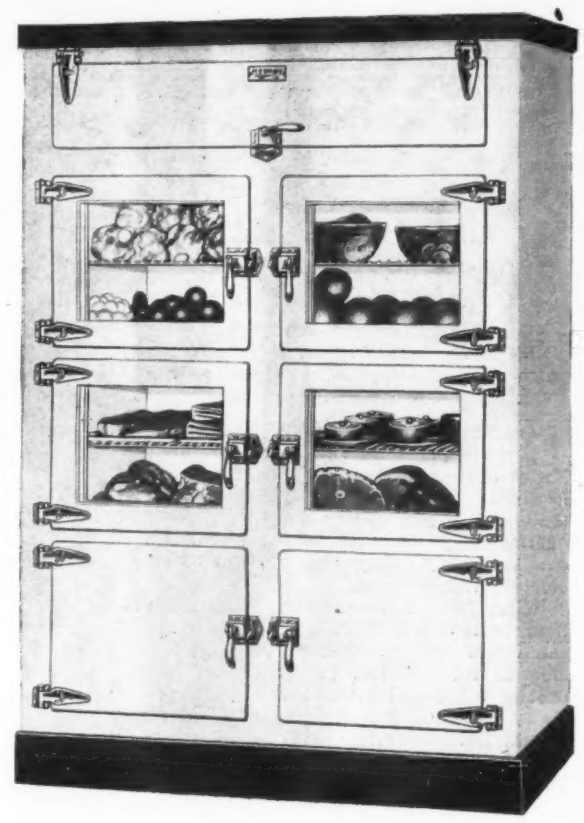
The structure is made of simple, durable sheet metal; white painted, and washable, with a touch of brown along each edge. It is portable. The front of the booth bears the words "Automatic Soda Fountain—Root Beer—Ice Cold Drinks—5c."

Below this comes a small slot, in which one drops the coin. The coin received, things go into action. A metal door near the center top of the front wall opens, revealing paper drinking cups. Simultaneously another door beneath the first opens. A faucet is revealed, with rest for the cup below. Placing the cup here and pressing a little, the flow of the beverage is released.

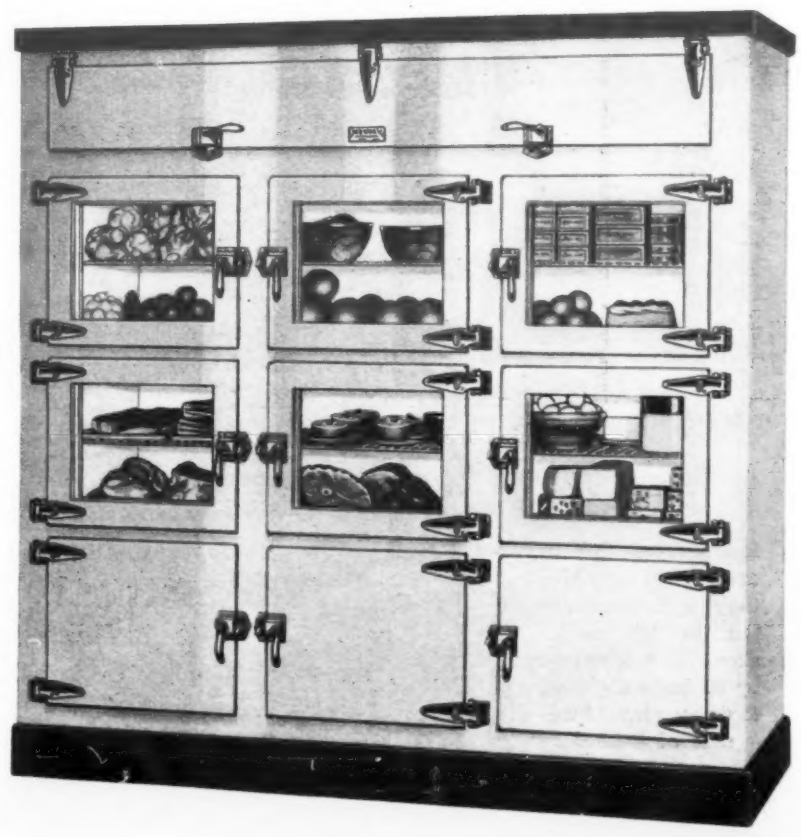
Root beer is the best seller, and it is kept cool by simple electric refrigeration, the unit being installed in the booth. Carbonated water is furnished as necessary. A device has been added to insure things "fizzing," just as wanted at all times. This remains the inventor's secret.

The fountains occupy hardly more space than a small card table might at the same place. The novelty takes the eye and people will try them. On hot days folk stand in line before the fountains, being served just as fast as the mechanism permits of the doors to open and close.

The new McCray Model P425, exclusively for machine refrigeration of any type . . . gleaming white porcelain exterior and interior with handsome black porcelain base and cornice . . . four-inch walls, three inches pure corkboard . . . three thicknesses of glass in display doors . . . nickeled bronze hardware . . . 45 square feet shelf space; cubic capacity 45.62.



McCRAY . . . Presents two new all-porcelain refrigerators for commercial use, with machine refrigeration of any type, assuring efficient, economical operation.



The new McCray Model P424 . . . same specifications as the P425 . . . 69.36 square feet of shelf space; cubic capacity 70.33. McCray quality in every hidden detail, the result of 40 years' experience assures utmost satisfaction in service.

See the new models at nearest salesroom or write for further details . . . McCray Refrigerator Sales Corporation, Dept. 66, Kendallville, Indiana. Salesrooms in All Principal Cities. (See Telephone Directory.)

DoleCo Cold Plate System Forsakes Usual Methods

Display cases like these will be used with DoleCo wall cabinets. The two units will be separate, although refrigerated by the same unit. The skeletonized case shown below gives a good idea of the arrangement of the DoleCo cold plate refrigerating system.

NOVELTY

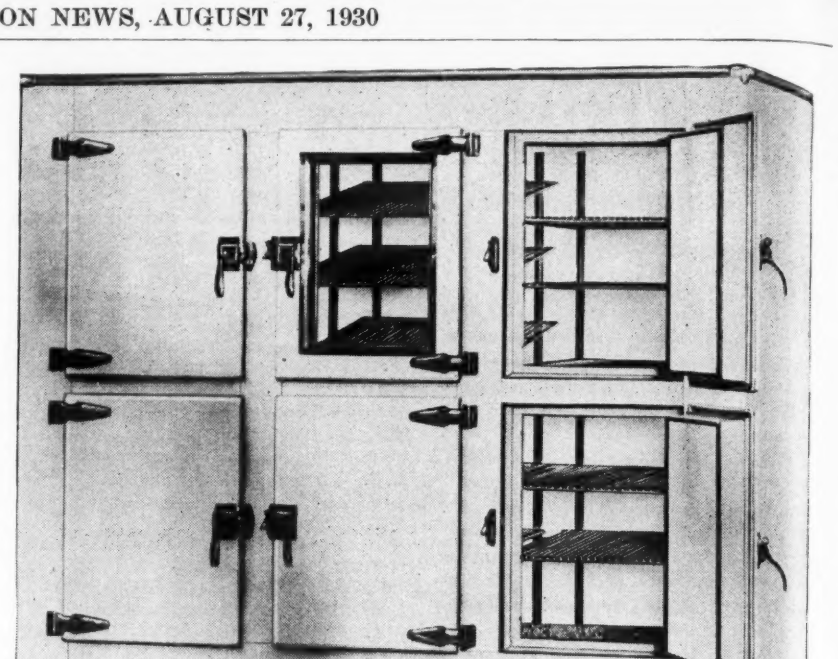
(Concluded from Page 1, Column 5)

DoleCo cold plate system of refrigeration and the DoleCo ammonia refrigerating machine (3 in 1) are sold as a complete unit by the Dole Refrigerating Machine Company, thus permitting the manufacturer to take full responsibility for the behavior of the outfit.

Thorough tests over a period of several years have demonstrated the ability of the DoleCo machines to maintain the temperature between the designated limits. Defrosting periods are unnecessary.

Authorities seem still to disagree in regard to where the exact danger point is for quick-frozen foods, but in the last three or four months there has been a decided trend toward the theory that they should be kept at temperatures well below that danger point, wherever it may be. Some of the experts are now of the opinion that 15 degrees F. is the highest temperature to which quick-frozen products should be subjected while in the retailers' hands awaiting sale to the consumer. The DoleCo case keeps well below this mark.

The wall cabinet design seems destined to immediate popularity. The leading editorial in the August 13th issue of the Refrigerated Food section pointed out the fact that the producers of the new frozen foods were beginning to ask for specially designed equipment that would fit the peculiar needs of their products. The wall cabinet idea is a definite departure from the conventional type of case, and provides some of the features for which these producers have been looking.



This DoleCo wall cabinet will hold 2,000 pounds of quick-frozen foods. The shelves make the contents of the case easy to get at. The salesman stands behind the display counter and in front of the wall cabinet, adding greatly to the speed with which he can serve customers.

COOL TOMATOES

By MRS. PHYLLIS K. DUNNING
Home Service Director, The Society for Electrical Development, Inc.

TOMATOES should have a very important place on the summer menu. Many cool, appetizing dishes for heat-harassed husbands and wives can be made with ripe, juicy tomatoes. Two of the recipes mentioned below can be prepared very easily with the aid of an electric refrigerator.

Select firm, red tomatoes, bring them home and wash them carefully. Wipe them thoroughly and store them in the electric refrigerator, preferably in one of the ventilated enameled boxes especially designed for the preservation of vegetables. Tomatoes stored in these containers will keep perfectly for at least a week. If you have no such container, keep them in a paper bag in order to help them retain their moisture.

To peel tomatoes immerse them in boiling water and then pull the skin off. Do this if you have time to replace them in the refrigerator to chill thoroughly again. Otherwise spear the tomato and hold it closely over the gas flame, turning the tomato so that all sides of it will be exposed to the flame. This method does not heat the tomato as much as the hot water method, and if you are short of boiling water, is the quicker method anyway. Personally, we always use it.

Jellied Tomato Bouillon

3 cups tomato
3 bouillon cubes
1 onion
1 bay leaf
½ teaspoon celery salt
3 peppercorns
few sprigs of thyme
3 teaspoons gelatin

Cut up the tomatoes and put them on to cook with just enough water to keep them from burning. Add the onion, bay leaf, celery salt, peppercorns and thyme. When entirely soft, strain them. There should be three cups of the strained tomato. Add the bouillon cubes and the gelatin which has been soaked in 3 tablespoons of cold water, and stir until the cubes and gelatin are thoroughly dissolved. Taste and add salt and a dash of sugar if needed. Cool and pour into bowl. Put on bottom shelf of electric refrigerator to chill. Before serving, whip up the bouillon with a fork and top each serving with a spoonful of salted whipped cream.

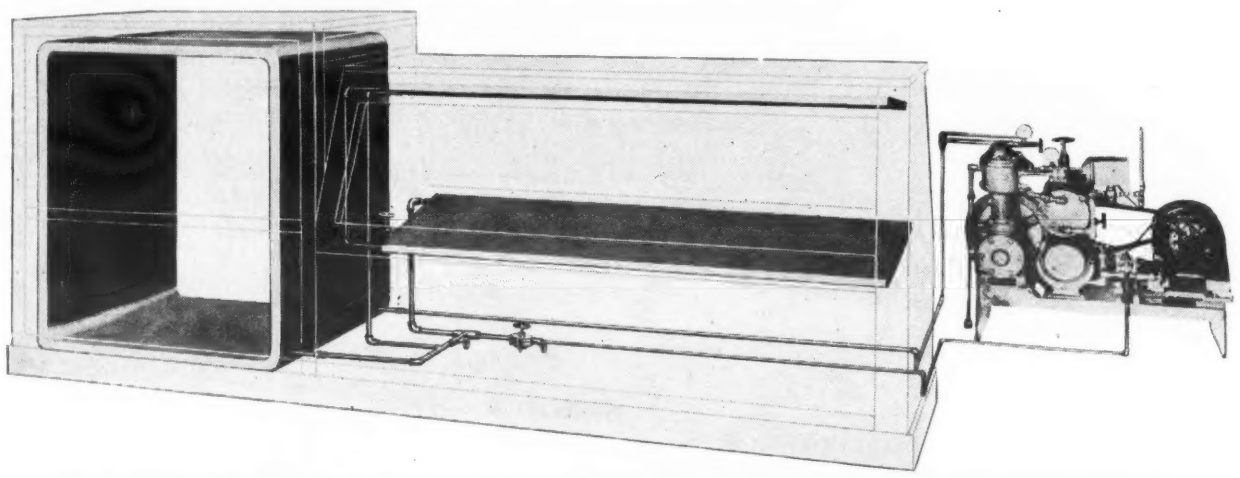
This jelly may also be served on lettuce, topped with mayonnaise, as a salad. Toasted cheese sandwiches make a delicious accompaniment to form a simple luncheon or supper.

Tomatoes Stuffed with Ham

6 tomatoes
1 cup diced boiled ham
⅔ cup diced celery
3 diced sweet pickles
2 diced hard cooked eggs

Peel and scoop out the inside of the tomatoes. (Use the removed pulp for some cooked tomato dish.) Place the hollowed out tomatoes in the electric refrigerator. Mix the ham, celery, pickle and hard cooked eggs with Russian dressing, and use this mixture to fill the tomatoes. Serve the tomatoes on lettuce leaves, garnished with more Russian dressing.

For a complete meal serve these tomatoes with potato salad, hot rolls or biscuits, and a hot green vegetable, such as broccolli.



SLOGAN CONTEST

New Haven, Conn.—At least 1,500 New Haven men and women were made refrigeration conscious during the recent campaign sponsored jointly by Modern Home Utilities, Inc., 1102 Chapel Street, General Electric dealers, and the Paramount-Public Theater. The 1,500 represents the number of entries received in a dual slogan contest, G. E. refrigerators being awarded as prizes.

The prizes were awarded in two divisions, one for the best slogan about the "Refrigerated Paramount Theater" and one for the G. E. refrigerator. First prize in each division was an F 42 refrigerator. Second prizes were $35 worth of credit on anything bought of Modern Home Utilities.

The winning slogan for the G. E. was "Built for Wear Without Repair," submitted by Mrs. Daniel Holbrook, of 1210 State Street. The second prize-winner was "Plan with Assurance, the Top's the Insurance," offered by Bertha Littell, of 73 Genter Street. The first prize theater slogan was: "Paramount Pleases with Cool Mountain Breezes." A lobby display of refrigerators in the theater attracted considerable attention.

Merrick B. Lamb, manager, and Miss Anne Johnstone, assistant manager of Modern Utilities, had charge of the G. E.'s end of the contest. A banquet and theater party for all involved closed the campaign. Prize-winners, picked by a committee of local citizens, were announced at the banquet. The contest ran two weeks.

KELVINATOR FOR MARKET

Mobile, Ala.—The Kelvinator - Mobile Company has just installed Kelvinator equipment in the third store of the Meyer's Meat Markets here.

KELVINATOR COOLERS FOR TRUST BUILDING

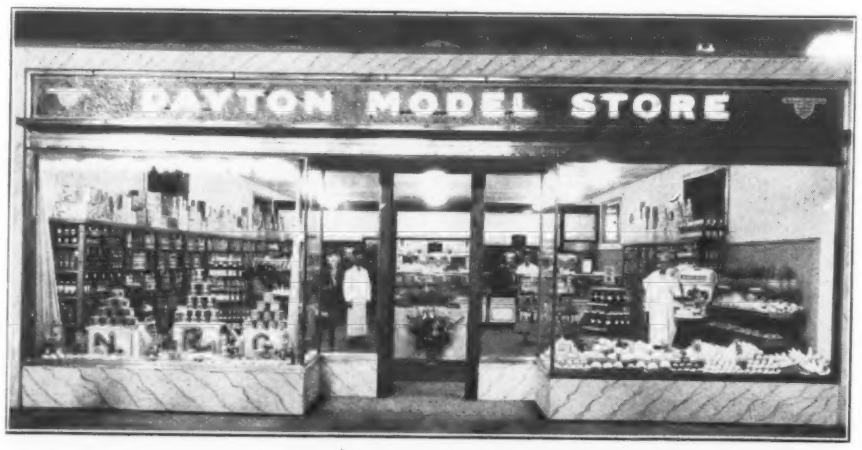
Louisville, Ky.—Kelvinator instantaneous water coolers have been installed in the Louisville Trust Building at Fifth and Market Streets, now being thoroughly remodeled and modernized.

The office of Dr. Irvin Abell, distinguished Louisville surgeon, has Kelvinator equipment for chilling the acid bath in the development of X-rays and also a Kelvinator refrigerator for the keeping of biological serums.

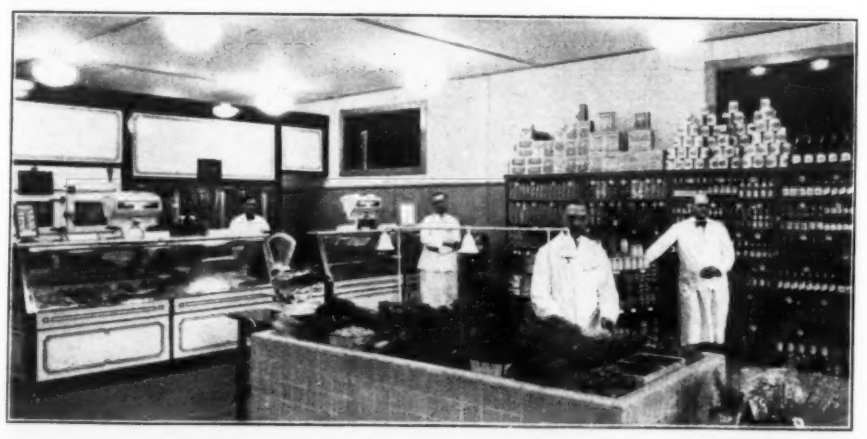
PLANT CHANGES HANDS

New Haven, Conn.—The plant of the People's Cold Storage Company, 193-197 State Street, has been taken over by a new company, the Central Cold Storage Corporation, of Wallingford, Conn. Edward N. Wooding is general manager, replacing James Alexander.

Setting An Example



The exterior of the model food shop in Memorial Hall at Dayton which was the center of attraction at the grocers' national convention.



Refrigerated display cases built by McCray were conspicuous in the model shop. This store, 30 by 50 ft., is designed to do an annual business of $75,000.

SUMMER MENUS

WARM weather brings with it a lack of appetite for substantial foods. Salads, fruits and vegetables are likely to make up the summer fare. Yet it is quite as necessary for the body to be completely nourished when the thermometer soars as when it drops. The body always needs tissue building food, or protein, so that the wear and tear of the muscles may be replaced.

An interesting way to introduce protein into the summer diet is by means of beverages made with eggs. This summer, when eggs are especially inexpensive, offers a good opportunity for experimentation. Cold drinks are always welcome, and when they are nutritionally wholesome, they may be served to every member of the family.

The following beverages, when served with a vegetable or fruit salad and simple sandwiches, complete summer menus that are satisfying and adequate, and they provide temptation for lagging summer appetites.

Tomato Cocktail

1 cup chilled tomato juice
¼ cup water
1 bouillon cube
2 tablespoons lemon juice
½ teaspoon sugar
½ teaspoon salt
⅛ teaspoon white pepper
1 egg

Dissolve bouillon cube in water. Add to tomato juice to which have been added the other ingredients except the egg. Beat the egg slightly and add gradually to the tomato mixture, stirring constantly. Cool with ice cubes and serve.

Egg Nog

To 1 cup of milk add
1 cup of milk add
1 egg, slightly beaten
2 teaspoons sugar
Pinch of salt
⅛ teaspoon vanilla

Shake or stir thoroughly, chill and serve. Two tablespoons of vanilla ice cream may be added just before serving. Honey may be substituted for sugar.

Chocolate Egg Nog

Use the ingredients for plain egg nog, but omit sugar and add 4 tablespoons of chocolate syrup for every cup of milk. A dipper of ice cream added to each glass serves to chill the beverage.

Egg Lemonade

½ cup lemon juice
¾ cup sugar
4 cups water
2 eggs

Add slightly beaten egg to prepared lemonade. Cool with ice cubes and serve. Mint leaves and red cherries make attractive garnishes.

Egg Gingerale

1 bottle gingerale
1 egg

Beat the egg very slightly. Add the chilled gingerale. Stir quickly, cool with ice cubes and serve at once. Mint leaves make an attractive garnish.

G. E. IN DES MOINES MODEL HOME

Des Moines, Iowa.—The Merle O. Milligan Co. model home, located in this city at 667 59th Street, is equipped with a General Electric Refrigerator.

SEVENTY-EIGHT

Per Cent of Food Products are Quick Freezable

THE cause of quick-frozen foods has no more enthusiastic advocate than Floyd W. Parsons, noted business writer. He just can't seem to help saying pleasant things on the subject. In the August 6th issue of "Advertising and Selling" he devoted a large portion of his "Everybody's Business" Column to the new frozen products (quoted in the Refrigerated Food Section, Aug. 13, Page 4), and in the August 20th issue of "A. and S." he comes right back with more of the same thing. This time he says:

"Visualize the changes in our food practices that will be brought about in a very short time by the new methods of freezing freshly-picked perishable products packed in cartons at temperatures 50 degrees below zero. Think of a delicate fruit like the raspberry being made available in the middle of the winter, still having that fresh-off-the-vine taste and texture. Think of quick-frozen oysters in June and July, fresh strawberries in January, fruit juices sold in chunks, all kinds of animal products sold in packages as easily as a box of cookies, and of a shore dinner in the Great American Desert being just as delectable as one at Gloucester.

"Consider the vast quantities of surplus foods which now spoil that will be saved, and the economies in transportation that will result from the removal of waste material at the freezing plants located at the sources of production. For the first time in history food retailers will be able to figure accurately cost prices and mark-up on perishable items. It is no small achievement to render it possible for people to eat most anything in any season without impairment of quality, especially in view of the fact that 78 per cent of the products that make up our national food bill are quick-freezable."

FRIGIDAIRE AND EDUCATION

Yankton, S. D.—Ernest Ellerman, of the firm Ellerman and Lawrence, distributors of Frigidaires in this district, annouuced recently that his firm has obtained two substantial contracts for Frigidaires.

One of these is a $2,500 contract with Yankton College of this city and calls for two installations at the college. One will be in the kitchen of the college, a walk-in box and all equipment, including the ice maker. Water cooling systems also are to be installed to provide cool drinking water on each of the four floors of the dormitory.

In the new Forbes Hall of Science building, which the college is erecting, Ellerman and Lawrence are to install a water cooling system at a cost of $700. This system includes some six bubbler fountains located throughout the three-story building. Mr. Ellerman has just received word of being awarded the contract to equip the Scott Store here with complete Frigidaire equipment.

CRUSE COMPANY OFFERS VARIED LINE

CRUSE Refrigerator Co., Louisville, Ky., is offering a wide line of refrigeration equipment for the butcher, grocer, etc. The Cruse-Aider line, as it is known, is made up of display counters, coolers and refrigerators.

All models are designed for mechanical refrigeration. The display counters are heavily constructed and insulated. They are available in top display, all display and storage and display styles.

Of special interest are the Cruse-Aider Showmore and Freezer counters, designed for stores, restaurants, etc., having limited floor space.

WALMAN TO DEVELOP FREEZER CASE

New Haven, Conn.—The Walman Store Fixture Company, 300 East Street, is about to introduce a new type of display case for quick-frozen meats, according to Walter Walman, president. Storage space will be provided within the base of each cabinet. Triple glass will be used to eliminate sweating.

Business has increased to such an extent that Mr. Walman now contemplates extending his field outside of Connecticut. The firm built and sold 10 cases in New Haven alone during July. The latest installation consists of two cases of one 10 ft. and the other 12 ft., in the Broadway Delicatessen and Food Shop, 555 Campbell Avenue, West Haven.

PIE SHOP EQUIPPED

Kansas City, Mo.—The Polly Pie Shop, a popular tea room here, has equipped its new place of business at 3545 Broadway, with two McCray cabinets with Frigidaire refrigeration.

Modernization

Rochester, N. Y.—The C. Schmidt Company, designers and manufacturers of refrigerators and store equipment, recently completed an installation of refrigerators, counters, shelving, display cases, and other equipment in the Wegman Food Department Store, 88-90 Clinton Street, Rochester, N. Y., one of the largest food stores in the state.

The new store consists of 13,000 square feet of floor space, and includes grocery, meat, bakery goods, fruit and vegetable departments, delicatessen, and cafeteria.

In the planning and layout of the store and the specification of equipment every effort was directed to the facilitation of shopping traffic, effectiveness of display, and correct refrigeration.

Practically no wood is used in the counters. Glass, tile and Monel metal are used throughout. All counters where meats and perishables are shown are glass-enclosed and refrigerated. The entire layout and installation was planned by engineers of the C. Schmidt Company's store planning and service department, in collaboration with Wegman officials. So well did this first installation work out that another Schmidt installation is being made now in the Wegman store at 80 West Main Street.

HOLYOKE CITIZENS DRINK FREELY

Holyoke, Mass.—Ned Squire, General Electric dealer, has installed a Model DP-3 pressure water cooler in the Masonic Temple, a DP-1 pressure water cooler in the office of William Skinner & Sons, silk manufacturers, two bottle water coolers in City Hall, and one bottle cooler in the new office of the Holyoke Transcript. This dealer's business since Jan. 1 has been approximately double that of the corresponding period of 1929.

Better Milk

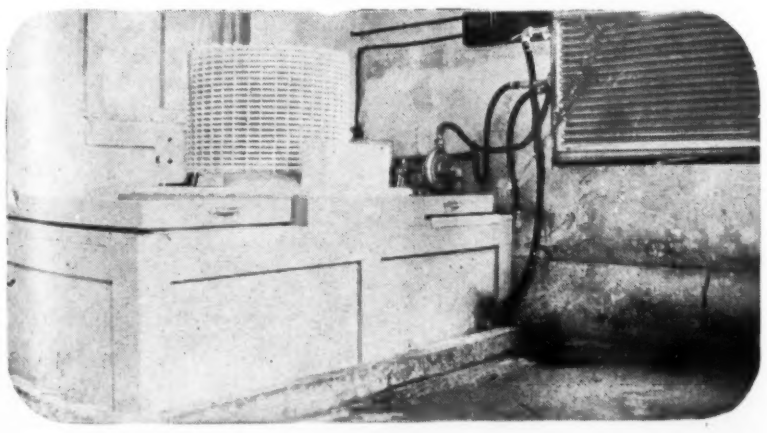
AN electric refrigeration unit designed for milk cooling is now in operation on the Frank Harmon Tom-a-Hawk farm, near Burton, Ohio. The unit is an adaptation of the General Electric household refrigerator.

A motor-driven pump and an aerator are used in conjunction with this installation, which was made by the Miller Electric Company of Chardon. The centrifugal pump circulates water from the cabinet at about 38 degrees through the lower part of the water. Well water is run through the upper part of the aerator. To get maximum cooling, water from the well and from the cabinet enters the lower hose connections and flows upward inside the aerator to the discharge connections at the top.

Several methods of cooling are possible. Milk in cans at 95 degrees may be placed in the refrigerated water inside the cabinet and cooled to 50 degrees in 90 minutes. In this way the unit will cool two 10-gallon cans in the evening and two in the morning.

Another method provides for quick cooling of the morning milk with refrigerated water from the tank circulated through the aerator by an electrically-driven pump. The time required to chill 20 gallons of morning milk is shortened, but the capacity of the machine is not increased by this method.

By pre-cooling the milk to 75 degrees with well or spring water run through the aerator, the G. E. will chill three 10-gallon cans of milk morning and evening to 50 degrees. If water cold enough to bring the milk passing over the aerator to 60 degrees is available, the machine will handle six 10-gallon cans morning and evening.



The cooling unit and aerator.

This practical SEALED SLAB

reduces labor costs..increases the efficiency of Mechanical Refrigeration

Easy to put in place—because it combines the advantages of both flexible and rigid insulation. Handles quickly—rigid enough for fast work, yet flexible enough to fit snug and tight!

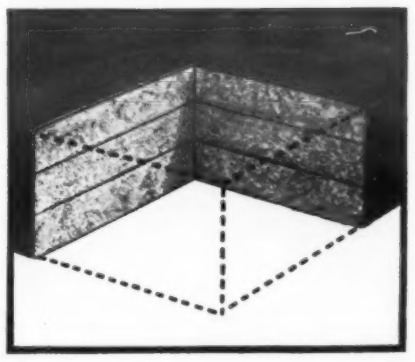
These Balsam-Wool Sealed Slabs are built up to required thickness with layers of Balsam-Wool Blanket—positive assurance that each is completely filled with a *permanent,* non-settling, highly efficient insulation.

They are made to meet your own specifications for width, length, thickness. Thus they end patchwork and the hazard of imperfect sealing. They reduce labor costs!

Highly efficient, their average thermal conductivity does not exceed .25 B.t.u. per square foot, per hour, per one-inch thickness, per one degree Fahrenheit difference in temperature.

Durable! Carefully sealed against moisture. Sanitary, vermin-proof, odorless. Economical.

Examine one of these *perfected* slabs. Write our nearest sales office and a Sealed Slab will be sent you free.



Notice the construction of the Sealed Slab shown at the left. A firm edge extends completely around the slab. This enables workmen to seal these semi-rigid slabs to the refrigerator frames as is usually done with rigid insulation

WOOD CONVERSION COMPANY

Mills at Cloquet, Minnesota

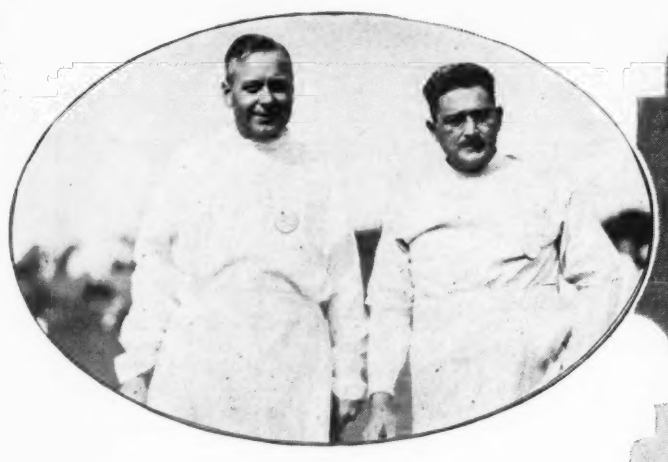
Industrial Sales Offices

Chicago, 360 No. Michigan Ave.

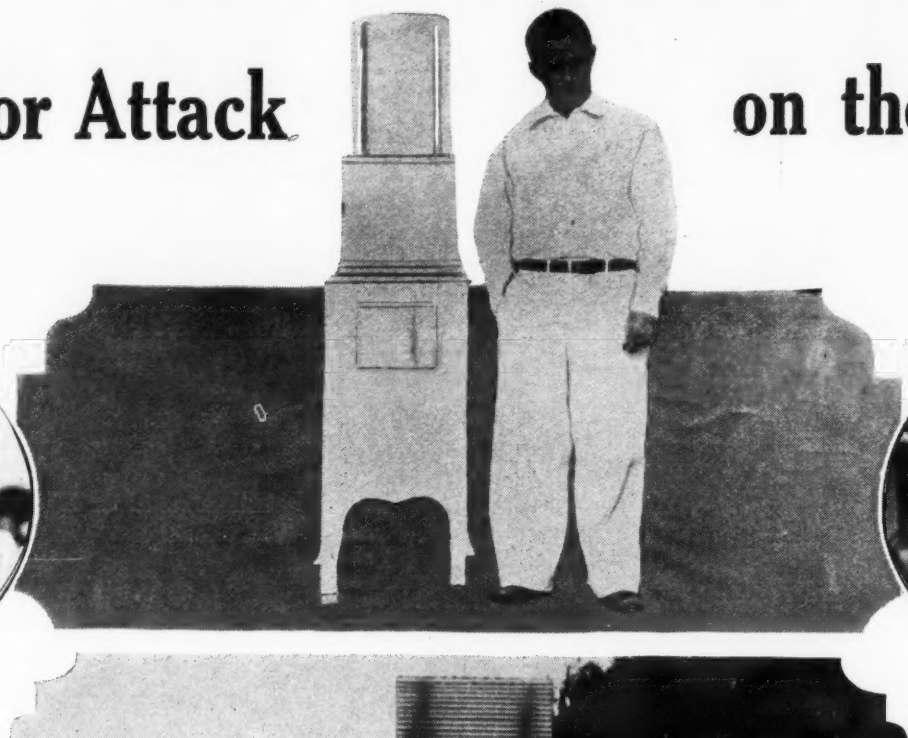
New York, 3107 Chanin Bldg. Detroit, 3084 West Grand Blvd.

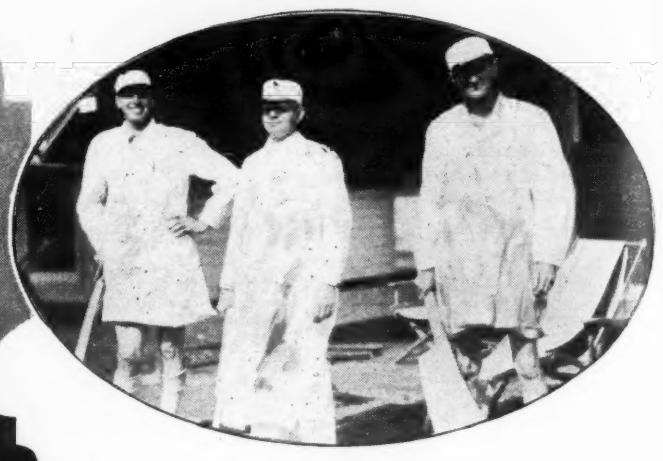
Manufacturers of Balsam-Wool Insulation for Domestic Refrigerators, Motor Buses and Airplanes; Balsam-Wool Refrigerator Car Insulation and Steel Passenger Car Insulation; Balsam-Wool Standard Building Insulation and Nu-Wood Insulating Board; Balsam-Wool Acoustical Blanket

G. E. Forces Mass for Attack on the Commercial Field



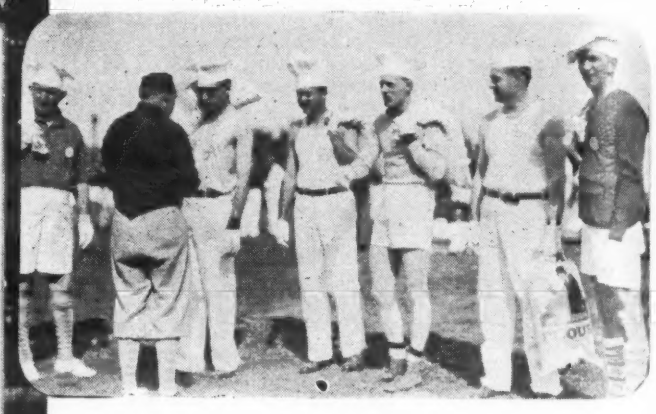
Doctors



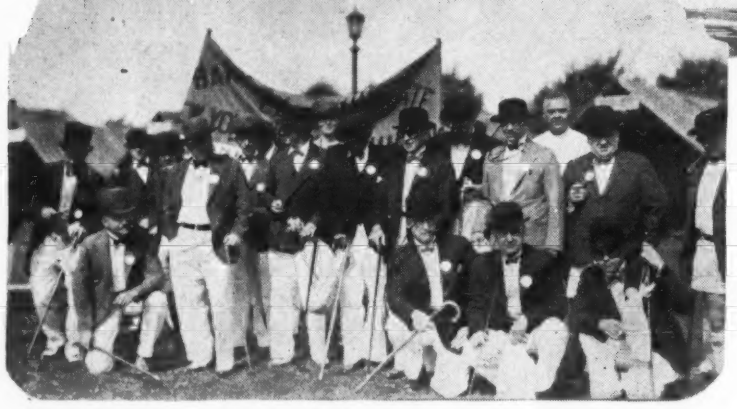


Butchers

Morticians



Bakers



Bankers

Restaurants

Grocers

• • •

NO one who attended Camp Refrigeration IV came away without realizing that the G. E. Refrigeration Department is going after commercial business from now on with an intensity that is sure to produce results. The multitudinous possibilities of the commercial field were dramatized on the opening day, by parading the various groups dressed as doctors, grocers, butchers, bakers, etc.

W. E. Landmesser, manager of the commercial division, is shown at the top of the page.

DRAMATIZATION

Puts Over Program at Camp

Association Island, N. Y.—An increase of 100 per cent in the sale of commercial electric refrigerators will be shown this year by General Electric, according to Walter E. Landmesser, manager of the commercial division of the electric refrigeration department, General Electric Company.

He made this prediction at the opening of Camp Refrigeration IV, annual fall conference of the department which was attended by more than 325 distributors, keymen and department heads.

"We are happy to say that we did as much commercial business in the first six months of this year as we did during all of last year," he said, "and I can see no reason why the last of the year should not be as good. In fact, July and August sustained the record, and if they are indicative of the remaining four months, we will have no trouble in doubling the 1929 commercial business."

In addressing the opening session of the conference here, Mr. Landmesser talked on the subject, "The Three M's—The Relation Between Man, Management and Material in a Successful Commercial Operation." He stressed the need of a well-organized commercial division in each distributorship. He urged all those distributors who now do not have exclusive commercial stores to set up such a store and he pointed to the results obtained by those distributors who have separate commercial stores.

The conference theme was commercial refrigeration, emphasis being placed on the need of commercial refrigerators in practically all lines of industry and commerce. New models were displayed here for the first time.

Following Mr. Landmesser's talk at the opening session, the story of organized commercial activity was dramatized in a two-act play. This play emphasized the value of organization and the results obtained through the employment of commercial specialists. Sales outlets for pressure water coolers, milk coolers, bottle water coolers, biological cabinets, ice makers, and the various other regular commercial models were pointed out. Organization, with a good commercial manager and specialists on each line, it was pointed out, would be responsible for sales to groceries, meat markets, restaurants, barbecues, delicatessens, offices, factories and mills.

Proper handling of sales promotion material in this respect also was stressed, while the commercial correspondence course for training salesmen was explained. Thus the salesman knows his story and his way has been paved for him by direct mail before he starts his work.

SUBSCRIPTION ORDER

ELECTRIC REFRIGERATION NEWS
550 MACCABEES BUILDING, DETROIT, MICH.

Please enter subscription to *Electric Refrigeration News.*

United States and Possessions: ☐ $2.00 per year. ☐ Three years for $5.00
All other countries: ☐ $2.25 per year. ☐ Two years for $4.00

I am enclosing payment in the form of ☐ Check ☐ P. O. Order ☐ Cash

Name .....

Address .....

City and State .....

CORNSTALKS MADE INTO INSULATION BOARD

Chicago, Ill.—Fibers of fully matured cornstalks are now being used by the Maizewood Products Corp., 203 N. Wabash Ave., in the manufacture of Maizewood insulation board. The plant at Dubuque, Iowa, is now in regular production, using a process developed by Dr. O. R. Sweeney of the Iowa State College, Ames, Iowa.

Maizewood board is produced in one single, felted mat, without lamination. It is light in weight and has high tensile strength. Fibers are waterproofed during the process of manufacture and tests reveal that Maizewood absorbs very little moisture and shows no tendency to separate or disintegrate when totally immersed in water. Maizewood is available in 3 and 4 ft. widths in 8, 9, 10 and 12 ft. lengths. It can also be cut to special sizes at the factory.

Maizewood Products Corporation is a division of National Cornstalk Processes, Inc., a company formed by a number of middle-western men with various agricultural, banking and industrial interests. This company was organized to assist in developing a large market for farm by-products.

COMMERCIAL SALES STILL AT HIGH LEVEL

Bridgeport, Conn. — Downes-Smith Company, 540 Fairfield avenue, Frigidaire distributor, reports commercial business maintaining a stisfactory level. Among recent installations, reported by Service Manager Kenneth D. Woundy, are:

Consumers' Food Store, 962 Main street, counter case with C compressor, 570F coil, 560F coil and two 24F coils, case built by Jacobs Store Fixture Company, Brooklyn, N. Y.; Gabris Grocery and Meat Market, Stillman street, AP 60 refrigerator with Y compressor, replacing walk-in cooler; Downyflake Doughnut Shop, 995 Main street, 20D water cooler (AP 60 refrigerator already installed); Fletcher-Thompson, Inc., architects, Fairfield avenue, P-45 water cooler.

E. P. Trible, formerly with the metropolitan staff of the Domestic Electric Company, Inc., 8602 Fourth avenue, Brooklyn, N. Y., has joined Downes-Smith as supervisor of the household sales division.

C. F. Mullins, of the commercial sales department, was one of two men in the New York district to win a trip to Montreal for selling over 150 per cent of his quota. The trip was awarded by the Domestic Electric Company, district distributors.

DEVELOPMENTS

In the Offing at Springfield

Springfield, Mass.—Quick-frozen food sales in this district are proceeding satisfactorily, considering the vacation dullness and the depression that has hit the meat business. Whereas, for the moment, the agencies concerned in frozen foods expansion appear to be marking time, developments of note are expected early next month.

Three stores of the Red-Riding Hood chain are now handling the Birdseye line, and the management of these stores is said to be well pleased with the reception given to the line by customers. The addition of cod steaks, selling at 24 cents a pound, and swordfish selling at 45 cents, has rounded out the Birdseye fish line. Additions to other lines are expected immediately after Labor Day.

Sales of the Swift hard-chilled meats by the A. H. Phillips chain have been so encouraging that two additional stores have installed cases for these products, using the General Electric special case already installed in numerous local establishments. Plans are said to be in the making to give further force to the local sales campaign for the Swift line in the immediate future.

CHICAGO BAR-B-QUE GOES COPELAND

Chicago, Ill.—Copeland Refrigeration Co. of Chicago finds the bar-b-que a good prospect for commercial electric refrigeration. Recently, it completely equipped the Canary Bar-B-Que located on Sheridan Road and Morse Avenue, Chicago. Fixtures throughout were designed and installed by the American Store Fixtures Company and Copeland equipped. These consisted of storage cooler, display refrigerator, drinking fountain with storage compartment for syrup, fruit and 6 ft. dry storage compartment built to Copeland specifications and two bottle coolers.

ELECTRICAL Advertising Number

Buyer's Guide Section

IN THREE PARTS Part Three

ELECTRIC REFRIGERATION NEWS

Registered U. S. Patent Office.

The business newspaper of the refrigeration industry

ISSUED EVERY TWO WEEKS
VOL. 4, NO. 26, SERIAL NO. 102

Copyright, 1930, by Business News Pub. Co.

DETROIT, MICHIGAN, AUGUST 27, 1930

Entered as second class matter Aug. 1, 1927, at Detroit, Mich.

FIFTEEN CENTS PER COPY
TWO DOLLARS PER YEAR

PAST, PRESENT, FUTURE

With this issue the NEWS presents the third of its Buyer's Guide sections. The first of these new pink sections was devoted to office equipment. The second treated delivery equipment. Electrical advertising is the subject of this third and latest issue. In developing this new service to the industry the NEWS is employing a brand new idea in purchasing guides. Each issue will consider a particular type of equipment or material used by the industry. Directories of companies manufacturing this equipment, pictures of its use by refrigeration organizations, and informative stories on the proper employment of these business tools will be found in every pink section. The next Buyer's Guide will be devoted to the study of metals.

Dealers Should Identify Stores By Effective Lighting

Sales Outlets Can Tie Up with National Campaigns

By F. E. Carlson and H. G. Schiller
Engineering Dept., National Lamp Works

EVERY successful dealer in this present age realizes the immense power that advertising has in influencing the consuming public to investigate and eventually to buy. National advertisers in all parts of the country, by means of magazines, posters, bulletins, and huge electric signs, are creating a desire in the minds of the people for using their products. They continuously keep their names before the buyer who has enough logical reasoning to demand the quality goods that he has seen advertised.

The refrigerator dealer has an excellent opportunity for taking advantage of the manufacturers' efforts to continually place notice of their products in front of the people. The dealer should tie in with this program of selling. One of the most successful means is by using an electric sign of the proper type in front of or on top of the retail establishment.

National advertisers use electrical advertising to appeal to the people during their leisure hours, and the dealer should follow this example. Electrical advertising catches the prospective customers' attention during their spare moments—while in a most receptive mood; at night colorful and attractive electric signs and brightly illuminated boards drive home to the roving public the need of quality products. The successful dealer should capitalize on this nation-wide program by identifying his own place of business with the products so firmly impressed on the buyer's mind.

Signs Must Have Individuality

Electric signs of the building front or projecting type are well suited for marking the "point of purchase." But, mere location is not enough—upon the design of the displays hinges the real success of the program. The modern trend in electrical advertising calls for individuality in design. Even a brief comparison of the advertisements in any good magazine with as many small electric signs will reveal outstanding differences. The successful printed advertisement depends upon color, illustration, layout, and message to distinguish it from the rest. On the contrary, a monotonous sameness in design divided among a few different classes of signs is the outstanding characteristic of most existing electrical displays. **Individuality** in every advertisement has been the practice in the magazines.. This is equally true of poster and bulletin design. The same desirable quality must be, and is being injected into the design of electrical displays. To compel the attention of moving people the copy and design must be simple, striking, telegraphic and easily comprehensible. The dealer then will be wise to adopt designs which measure up to the same high standards typical of his products advertising in other media.

A Connecting Link

To tie in to best advantage with advertising in other media the design of electrical displays (particularly those at the "point of purchase") should include certain features in common with the general advertising program. A well-known trademark or signature is always

(Concluded on Page 5, Column 1)

Distinguished Identification

"See it here," says this distinctive electric sign, which has great pulling power for prospects whose interest has been aroused by the Frigidaire national advertising campaign. Not only does this sign identify the store with the refrigeration it sells, but it tells a story: "Quiet—Economical." Signs of this type advertise as well as identify, and are individualized enough to stand out pre-eminently amongst their brilliantly-lighted competitors. Federal Electric Co. of Chicago constructed this sign for the Stover Co., Frigidaire distributor in that city.

B. C. Wilson of American Believes in Signs

Kalamazoo, Mich.—"Standard dealer identification is becoming more and more important as a point-of-sale advertising medium, because of the large amount of national advertising handled by the manufacturer," says Burton C. Wilson, Vice-President and General Manager of Sales for the American Signs Corp. of this city.

By establishing a standard dealer identification sign, Mr. Wilson believes, the dealer can tie up his shop with the big program of national advertising which the manufacturer is conducting. Similar signs, he thinks, will help educate the public to seek for a standard identification **when purchasing.** After seeing a sign of this sort on an electric shop a number of times, the prospect naturally links the dealer with the manufacturer in his mind.

"Positive proof of the value of standard identification signs has been emphasized by the success of the Chevrolet Motor Co., which is a heavy user of this form of advertising," avers Mr. Wilson. "In nearly every town one happens to travel through, one of the first things located is the Chevrolet sign—spectacular varieties in the larger cities, and modest horizontal types in the small towns."

The American Signs Corp. manufactures nearly every type of outdoor and indoor advertising display.

CUSTOMERS

Chicago, Ill.—Among the larger customers of the American Signs Corp. of Kalamazoo, Michigan, are the electric refrigeration divisions of the Westinghouse Electric and Manufacturing Co. and the General Electric Co., according to Ray L. Shoaff, of the American Signs Corp. national sales section.

Conservative Types Popular, Says Crosman

Chicago, Ill. — Electric refrigeration dealers buy standard signs of conservative type, according to C. H. Crosman, middle western representative from the national sales section of the American Signs Corp.

Elaborate displays are occasionally purchased by large-scale dealers and distributors in the bigger cities, states Mr. Crossman, but the great majority of his customers in the refrigeration field purchase plain, simple signs, announcing that they sell a particular make of electric refrigerator.

"Inasmuch as the chief purpose of an electric sign is to tie up the dealer with national advertising campaigns," says Mr. Crosman, "his particular need is for a sign which will carry the names of the product he sells and his shop."

Refrigeration dealers generally purchase standard signs made according to specifications from the manufacturer's headquarters, Mr. Crosman has found.

DES MOINES DISTRIBUTOR OPENS RETAIL STORE IN WATERLOO

Des Moines, Ia.—Warde B. Stringham Company, General Electric distributor, has opened a retail store in Waterloo, Iowa.

Mr. Stringham plans to make this retail store and showroom modern in every sense of the word, and has taken considerable pains to equip it with display equipment of high attractive power.

Waterloo, some 175 miles distant from Des Moines, has a population of less than 50,000, and is a "coming city," according to Mr. Stringham.

Flexlume Corp. Official Stresses Economy

Buffalo, N. Y.—"For drawing to your business a greater number of customers at lower cost no means yet devised compares with a good electric sign, which exercises its attraction power right over the entrance to your shop," says William Gordon, sales promotion manager for the Flexlume Corp.

"An electric sign will make a better-paying location out of a good one, or a good location out of an ordinary one. Experience in more than 100,000 installations stands back of this statement."

Low cost is emphasized by another member of the same concern, George S. Van Deusen, of the advertising department.

"One of the strongest arguments in favor of electrical advertising," states Mr. Van Deusen, "is its tremendous circulation at low cost. Electrical advertising is permanent. It works for the advertiser day and night without ceasing. The cost per thousand circulation is the lowest of any advertising medium; and since a sign exerts its influence right at the point of sale, we believe it is at the same time the most effective and the most economical advertising buy a business man can make."

Incidentally, Mr. Van Deusen believes that the form of electrical advertising best suited to refrigeration dealers is a sign with raised glass letters and a neon tube border.

FEDERAL

Chicago, Ill.—"Identification is the theme song of electrical advertising for refrigeration dealers and distributors," says F. A. Orth, of the Federal Electric Co. of Chicago. "An illuminated sign hanging out in front of a store helps the dealer take advantage of the great power of national advertising campaigns staged by the manufacturers."

VERIBRITE LANDS BIG ORDER FOR INSTALLATION SIGNS

Dayton, Ohio—An order for 10,000 Veribrite electric signs to advertise Frigidaire installations has recently been placed with the Veribrite Signs division of the General Porcelain Enameling & Mfg. Co., which is located at 4115 Parker Ave., Chicago, Ill. These signs are to be of porcelain enamel, 24 inches by 7 inches. They read: "Equipped with Frigidaire automatic refrigeration."

Excellent Market For Electrical Signs in New Industry

Refrigeration Organizations Prepare for Expansion

SIGNS of steadily increasing expansion in the electric refrigeration industry point out to men who are selling electrical advertising that a brand new market with extended potentialities is awaiting their study and intensive cultivation. The industry has been the sensation of the specialty selling world during the last few years. New companies are entering the field, competing against the announced expansion programs of organizations already in the hot competitive race for profits. Obviously the electric refrigeration industry is a "red-hot" prospect for advertising signs.

Young men with young ideas, men who are "sold" on heavy advertising programs because they have seen how capturing the public's attention has helped build a huge business in a comparatively short time, are at the helms of the leading organizations in the field.

Up-to-date Men

Up-to-date men of this type seize upon any proven method they can find to increase sales, and are not afraid to spend their dollars if they see a chance that these dollars will roll back to them in company with others they have picked up on the way.

One particular sales-getter which electric refrigeration executives recommend whole-heartedly is electrical advertising. These executives authorize the expenditure of millions of dollars annually for national advertising campaigns. They know that one of the best ways for a dealer to take advantage of the tremendous interest-arousing power of these campaigns is to install an electric sign which will identify his store with the national advertising which his prospects see constantly.

Many of the leading organizations in the electric refrigeration industry have worked out arrangements with sign manufacturers whereby the latter make up standard signs in quantities for the former to distribute among their dealers and distributors.

Manufacturers Help

Refrigeration manufacturers, in their house organs, dealer letters, and by personal visits of their sales staffs, are doing everything in their power to convince their dealers of the value of electrical advertising as a sales closer.

The dealer is taught that with a comparatively small outlay of money he can direct to his store the interest in refrigeration evoked by national advertising in periodicals. He learns, too, that an electric sign will arouse interest on its own hook, as well as pull prospects into the shop. Here, then, is an industry which needs the manufacturer of electrical advertising.

Expansion means more dealers and more outlets. Hence, more prospects for electric signs. It means, also, a big replacement market. Dealers who start out in a small way will begin by purchasing a modest identification sign. Steady increases in their business will prompt them, particularly if helped by salesmen from the sign companies, to purchase larger and flashier signs.

Distributors in the larger cities have already erected electric signs of commanding personality. They are trying to evolve signs which will dominate the

(Concluded on Page 4, Column 3)

FRIGIDAIRE DEALERS BUY ARTKRAFT SIGNS

Lima, Ohio — Hundreds of electric signs have been made for Frigidaire dealers throughout the United States and foreign countries by the Artkraft Sign Co. of this city, according to S. Kamin, Vice-President and Sales Manager of the latter organization.

The Artkraft company specializes in porcelain finish signs and operates its own porcelain enameling plant.

Federal Executive Relates Story Of Neon

By F. A. Orth
Federal Electric Co., Chicago

NEON! What is it? Is it a man's name? Are there wires in neon tubes? Is a neon sign to be preferred over a lamp bulb electric sign? What will it cost?

Question after question arises in connection with neon tube signs—the most outstanding development in the history of the electric sign industry. Consequently, there will be answered in this article those questions which are asked most frequently, so that the reader may obtain a general understanding of the very real utility of this new type of electrical advertising.

New Gas Discovered

It was in 1898—thirty years ago—that a new gas was discovered by Sir William Ramsey. He gave to this gas the name, "Neon"—a Greek word meaning "new." Soon afterward, he discovered that when an electric current was passed through this gas sealed in a tube, a beautiful red color resulted. Realizing the possibilities of his discovery from a commercial standpoint, the following year he asked Georges Claude, a Frenchman, to endeavor to develop his discovery so that it might be utilized in this way. Georges Claude accepted Sir Ramsay's proposal and, together with J. de Beaufort worked with this new gas in his Paris laboratory, devising methods and devices for the practical use of neon.

As a result, in 1921, the first neon commercial signs made their appearance in France. Today, many outstanding examples of the advertising value of neon light mark the thoroughfares of Paris and other French cities, as well as those of this country.

What was, perhaps, the first neon sign erected in the United States was the Packard sign manufactured in Paris and brought to San Francisco by Earl C. Anthony. It was placed on the home of Packard Motors in San Francisco in 1922. This sign read, "Packard, Earl C. Anthony, Inc."

Packard

The word "Packard" predominated in the sign, while "Earl C. Anthony, Inc.," appeared directly beneath the word "Packard" and was, apparently, Mr. Anthony's handwritten signature. The sign was 40 feet long and 20 feet high. Considerable interest was created along Van Ness Avenue with the appearance of the Packard sign.

Since then, successful business men have been quick to realize the commercial value of neon tube signs as a real asset to business. Many who had not previously entertained the idea of electrical advertising as embodied in the type of sign which derives its lighting effect from electric lamps, immediately grasped the opportunity offered by neon. Since the appearance of the first neon sign in the United States, the growth of electrical advertising in the neon field has been phenomenal; in the short space of six years—1922 to 1928—numerous signs and ornamental designs have been erected throughout the country.

Used Extensively

Neon signs and ornaments may be used not only where other electrical display signs are adaptable, but in many other places as well. Trademarks and designs are accurately reproduced inasmuch as the tubes can be bent to any desired shape. They may be erected where the electric lamp sign cannot be utilized.

For example, the tower of the Coliseum in London is outlined with red neon tubes. At night the tower stands out in beautiful relief against the black background of the sky and has caused unstinted admiration throughout London. The application of neon light to the Coliseum is typical of the various uses of neon. It may be used on buildings of unique architecture to serve as a border for the windows, doorways, or even the entire building. It takes no stretch of the imagination to visualize the beautiful effects which may be created in this way.

No Wires

Neon tubes do not have in them any wires of any kind. There is merely an electrode extending into the tube from each end for about two inches. The tube is filled with neon gas and when an electric current is passed into the tube, the gas conducts the electricity, giving off a color of a pre-determined hue. Different colored lights are obtained by the addition of certain gases, or the use of glass tubes of special composition.

Neon light has the greatest penetration of all lights. It is visible even through deep fog. Because of this qualification aeroplane routes from London to Paris, as well as the great field in Croydon, England, are marked with neon. It is being used already by Great Britain for lighthouse beacons and on crafts plying on the fog-laden English Channel.

It is also used on board ships to guard against collision and is being adopted rapidly for this purpose throughout maritime circles.

No Heat Generated

Another outstanding use of neon light is in telephone exchanges and rooms where employees are working under artificial light. The lighting is continuous and eyestrain is entirely removed. Another very-much-to-be-desired factor peculiar to neon light is that it does not radiate heat. It is known as "cold light."

And it is because neon produces no heat that it is most welcome on the stage. Marvelous effects are being obtained without the heat so objectionable from high-wattage lamps.

Still another application of neon is for the illumination of gardens and lawns where most pleasing effects may be developed.

Neon signs or ornamental writing are effective 24 hours a day. They may be illuminated with equal effect both day and night, regardless of climatic conditions. Sunshine has no effect on their brilliancy and legibility. Their distinctive lights—neon tubes may be had in various colors or combinations of colors—always attract attention.

A neon tube sign is slightly greater in price than a lamp bulb electric sign of the same size but, in general, the current consumed by a neon sign is approximately one-third of that consumed by a lamp bulb sign of the same size.

Realistic Rainbow

More than 1,800 25-watt incandescent lamps burn brightly in the "G. E. de luxe" sign, used by several General Electric distributors throughout the country. Strong structural steel supports guarantee safety and permanence. The rainbow in the upper half of the sign is color-lighted.

Skilled Craftsmen Used in Artcraft Plant

Lima, Ohio — Artkraft Sign plants cover more than 80,000 square feet of floor space, and are equipped with the most modern mechanical handling contrivances available. In spite of the extended use of machinery, however, skilled craftsmen are necessary to supervise many of the processes.

All dipping, brushing, and burning must be watched carefully by experienced workers who are capable of obtaining the desired results in color, texture of finish, and design which are needed to follow out the conceptions of the artists who design the signs.

The Armco sheet steel used in Artkraft signs is prepared for the ground coat of porcelain by passing through several acid solutions and drying processes. The first, or ground coat, covers the steel sheets completely on both sides, enhances rigidity, and protects the metal against any possible corrosion by the elements.

After fusing in this ground coat in a furnace heated to 1600 degrees F., the remaining coats of color porcelain are applied consecutively, each one burned on before the next coat is applied. In most cases, each coat must be sprayed, brushed, and burned twice to assure proper coverage.

Borders and ornamentation of all sorts, often including intricate designs, can be transferred to the sprayed steel sheets by means of paper, zinc, or lead foil stencils. Sometimes many stencils are required.

Experienced stencil brushers remove all unnecessary porcelain enamel, leaving only the desired design on the background. Expert hand labor is used for the stencilling and brushing, and also for the assembly work which follows. All holes are fitted with non-corrosive eyelets and brass bolts by the assembly men.

Shipments are securely braced, packed and sent out in all directions.

NEW REFRIGERATION STORE TO BE OPENED SOON IN WORCESTER

Worcester, Mass.—E. O. Mink, of Albany, N. Y., has been appointed manager of the refrigeration department of Coughlin Electric Co. A new exclusive refrigeration store, with a full line of General Electric domestic and commercial models, will be opened at 282 Main St., about Sept. 1.

Electric Signs Lift Business Out Of Obscurity, Says Woolley

"OUT of darkness, the electric sign suddenly emblazons its sales message—to a thousand people, or to ten thousand. To unnumbered thousands in a holiday crowd, up and down the streets and out over populated hills. And in daylight, too, this revolutionary advertising display brings any business instantly out of obscurity; rescues it from forgetfulness on the part of old patrons, and discovers it for a constant succession of new customers."

Thus Edward Mott Woolley begins his story "Lifting Business Out of Obscuriyt," which has been reprinted from "Review of Reviews" magazine in pamphlet form by the Flexlume Corp. of Buffalo, N. Y. Beginning with a bit of history and a bird's-eye view of the field, Woolley proceeds rapidly through the development of Neon gas signs, and concludes with a trip through the Flexlume factory. Portions of his story follow:

"Signs are the oldest and best-proved form of business advertising. Even in ancient times they told the buyer who, what, and where the seller was. Old-time signs were often illuminated, and the torches of those now archaic nights brought trade to bakeshop, baths, or sandal-maker . . .

"Today in our American towns of 5,000 population an average of 370 people an hour pass in and out of the business center; in communities of 50,000, about 1,800 people; in the large cities, 3,500 up to 40,000. This is just the ordinary flow.

"Through all this everlasting circulation, the eelctric sign works at the same unvarying cost to the advertiser. In all other forms of advertising, expense jumps in proportion to circulation.

"Individual dealer, chain store, branch office, warehouse, wholesaler, factory, institution—no matter who, what, or where the seller may be, the electric sign, noon or midnight, makes him obvious to the crowd. To the independent merchant it has the same importance that it has to the national advertiser, or to the chain of stores that needs to tie up local outlets with nation-wide reputation.

More Sales

"So for almost every business, the obvious source of more sales lies in the street crowds. The gap between failure and success may be bridged by attracting sales from the moving throngs."

From this introduction and logical sales promotion argument, Woolley proceeds to a discussion of Neon gas:

"Out of each million parts of the air only 15 are of neon gas; but fortunately, a tiny volume of neon furnishes extraordinary illumination. A single toy balloon inflated with this unusual gas could supply 20 average electric signs with color brilliance. A pound of it today would cost $10,000.

"Within itself, this rare element of nature has no power of action, and is both invisible and odorless. Only when confined in a vacuum glass tube through which a powerful electric current is passed does it reveal its transcendent colors—the glorious brilliance seen in the lighting of letters, borders, and ornamentations of electric signs.

"Neon, an element of the atmosphere, is not subject to special ownership or patent, nor can its use be limited by any proprietary right or claim. The very name is Greek for "new," given to this gas at its discovery. Widespread misconceptions have filled the public mind, setting up the erroneous belief that neon gas was the property of monopoly.

No Neon Monopoly

"Neon was discovered in 1898 by Sir William Ramsay, English scientist, during experiments with liquid ar at 450 degrees below zero. He observed a slght reddish scum around the edges of the container, and after many distillations the new gas was isolated. When liquefied, it boiled at 398 degrees below zero. Obtainable quantities were so small that a thimbleful was treasured.

"Vacuum tube lighting, however, originated long before the discovery of neon. In America the science of gaseous tube lighting had been brought to a high degree of perfection to D. McFarlan Moore, who had been associated with Edison.

Ramsay Dubious

"Ramsay published an account of his experiments, declaring his belief that the electrodes used for the introduction of the current to the tubes would become too hot if they were small. This conception prevailed among most neon tube makers until 1928, when Flexlume brought out a tiny, revolutionary electrode that stood all tests and uses."

After a brief discussion of the manner in which Flexlume neon signs are distinctive, Woolley takes a tramp through the plant of this company. He writes:

"Electric signs, finished or in the making, populate the factory of the Flexlume factory at Buffalo and give it a curious individuality.

"The factory's numerous divisions cover the equivalent of several city blocks, all on one floor because all Flexlume signs are of metal—and a large number, huge and heavy.

Custom Built

"Many of the company's signs are made-to-order—finished in bronze, pure copper, porcelain enamel, or Duco; built from special plans, carefully worked out by the designing and engineering departments to meet particular needs. Requirements of customers often concern the character and atmosphere of the business or structure, and the Flexlume organization collaborates with owners and architects to produce electric displays that harmonize with the settings.

"Thus the visitor, going through the Buffalo factory, may see signs that bear evidence of the Greek, Roman, Romanesque, or Georgian periods—for American bank, office, mercantile, theatre, and other buildings frequently reflect adaptations of these forms of architecture.

"In general, however, one sees about the Flexlume plant a strange mixture of advertising displays. What manner of market place could this be, a stranger might ask.

Super Coffee Cup

"Against the wall is a milk-white cross for a church, undergoing a test illumination. Nearby, an electric sign represents a super coffee cup. On a bench reposes a pair of giant spectacles, fabricated from metal, visualized by lights, and edged with neon.

"Lying upon a bench is a sign which will rise 25 feet, in imitation of a tapering tower, outlined with colorful neon, with windows one above another to the turret. When attached to the upper facade of a building, this tower will change the whole aspect of the structure, with its fanciful make-believe and the name of the establishment in large raised glass illuminated letters, like lambent embossing on the darkness . . .

"Railroads, drugstores, ships, hotels, banks, realtors. Butter, oil, flowers, automobiles, monuments. Their signs represent an incongruous mingling of products and the people who sell them.

"For all these . . . electric displays are the magic spectacles that bring unnumbered millions of consumers close to the sellers of goods and service."

Lights Across the Sea

Neon signs were developed in Europe before they were brought across to the United States; and this type of electrical advertising is one field in which foreign electric refrigeration companies do not need to go to school to Americans. Above is a typical German city street scene.

Low-Priced Canopy

To meet an increasing demand from Kelvinator dealers for a low-priced, substantial electric sign of the canopy type, this design was constructed and has been put into quantity production. It is made of 20 gauge steel, and has an angle iron bracket for hanging.

LIGHTING THE PATHWAY TO HEALTH

BUYER'S GUIDE SECTION

ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Refrigeration Industry

Published by

BUSINESS NEWS PUBLISHING CO.

550 Maccabees Building, Woodward Avenue and Putnam Street
Detroit, Michigan. Telephones: Columbia 4242-4243-4244

Subscription Rates:

United States and Possessions: $2.00 per year; three years for $5.00
All Other Countries: $2.25 per year; two years for $4.00

Advertising Rates on Request

F. M. COCKRELL, *Publisher*

WILLIAM JABINE, *Editor* — FREDERICK W. BRACK, *Advertising Mgr.*
JOHN DRITTLER, *Managing Editor* — GEORGE N. CONGDON, *Business Manager*
GEORGE F. TAUBENECK, *Assistant Editor*

Eastern Manager: H. A. DeLashmutt, 1950 Graybar Bldg., New York, N. Y. Phone Lexington 9113
Chicago Representative: F. W. Henkel, 306 S. Wabash Ave., Phone Wabash 6668

Copyright 1930 by Business News Publishing Co.

Vol. 4, No. 26, Serial No. 102, Part 3 — August 27, 1930

Identification and Distinction

HUMAN nature, it is generally conceded, is the one thing under the sun that dosen't seem to change. Inventors and engineers are continually improving the mechanisms of industry, but desirable as it may seem at times, no genius has ever been able to do much about revolutionizing the mechanism of man. Hence, members of the refrigeration industry need harbor no fears about installing electric signs, for among the most fundamental of all human reactions is the approach to light.

Psychologists divide all animal reactions into two classes: approach and withdrawal. From a basis of two or three fundamental stimuli the human nervous organization, by means of "conditioning" processes, builds up its complicated system of likes and dislikes, desires and rejections. And the very first "approach response" to be found on any list is that of light. Even babies will try to move toward light; and its power of attraction for all other forms of animal life, including insects, is well known. Two other stimuli which invariably draw the attention of mankind are motion and color. Is it not reasonable to suppose, then, that the wise advertiser will do his best to employ all three of these factors to gain the attention of his public?

Last week we questioned high officials in two of the most prominent sign manufacturing companies in the nation as to what was the particular message that should be carried home to the refrigeration industry. Invariably the answer came back: "Identification. Let your dealers tie up with the big national advertising campaigns by marking their stores with standard identification signs."

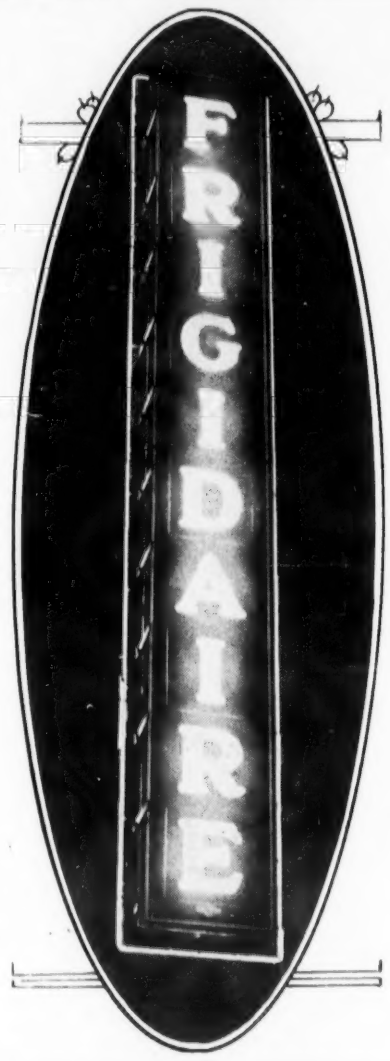
No doubt identification is the chief value of an electric sign. By its use the dealer can hook his shop to the fast train of national advertising and get a long, free ride. A public which has been educated to "look for the trade-mark" will be drawn to a store which displays that standard trade-mark prominently. The electric sign thus becomes the sales closer of advertising. It takes a prospect whose interest has been aroused by printed or word-of-mouth advertising, and pulls him gently into a shop.

In many cities, however, refrigeration sales organizations have not been satisfied with mere identification. They have sought distinction. Simply hanging out an illuminated trade-mark brings in ready-made prospects; but progressive dealers have learned that the erection of a sign which incorporates motion and color with light in a novel way does a great deal more. It creates new prospects.

When a man sits down with a periodical he is already in a frame of mind to read. His attention is focussed on a very small area. Nevertheless, creators of periodical advertisements are constantly exercising their ingenuity to attract and hold the already adjusted eye of the reader. The public for whom electric signs are intended, however, has a thousand and one distractions—crowds of people, the exigencies of driving a car, conversation, noise, and the tumultuous kaleidoscope of any city street. Advertising intended for this group should have unusual attractive powers. Light alone is not enough, nor are light and color. Motion and novelty are needed as well.

During the past year the sign industry has placed great emphasis on the modern attitude toward their product as electrical advertising. Logically, the next step of this industry should be in the direction of the advertising agency. Their salesmen should know how to analyze a business and a location, and be able to recommend a distinctive type. Color, layout, message, medium, and illustration should be as important in the selection of a sign as it is in publication advertising.

The small dealer, of course, can't afford to erect a blazing combination of manifold colors, travelling designs, and flashing illustrations unless it be made available to him at a price he can afford to pay. For him the answer to the problem of securing distinction as well as identification rests in co-operation between the refrigeration manufacturer and the sign manufacturer. Distinctive designs can be carefully evolved by experts, and bought in large quantities by refrigeration manufacturers for distribution among their dealers, at a comparatively low cost. Arrangements of this sort discourage the buying of inferior products from fly-by-night tinsmiths, and enable refrigeration sales organizations to advertise electrically their merchandise in a manner at once attractive, compelling, and distinctive.



Refrigeration Industry Market for Signs

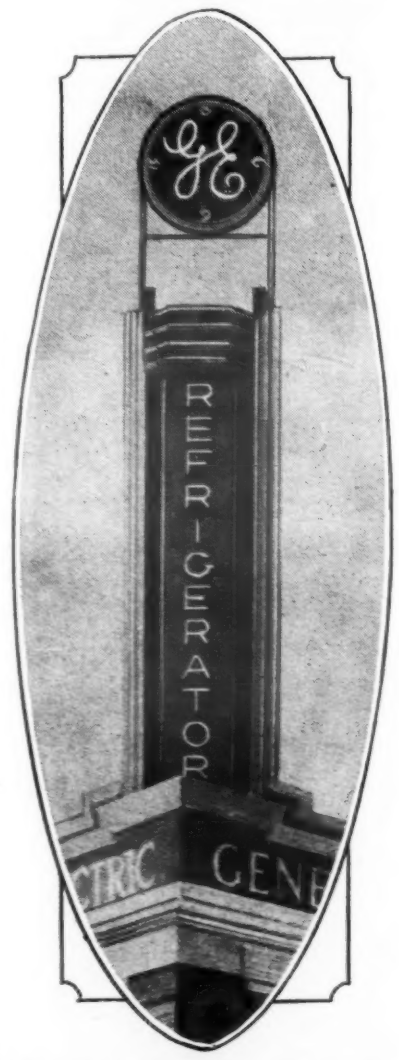
(Concluded from Page 1, Column 5)

galaxy of illuminated advertisements which blaze nightly along the main arteries of traffic.

For the salesmen of electrical advertising, then, two broad areas are open: the small dealer who wants standard identification signs approved by the company whose product he merchandises, and the larger sales organization which is bent upon making an impression by the use of unique illuminated advertising.

Both of these areas will become larger and larger as the years go by—new dealers will enter the fold, and small dealers will graduate to higher ranks and faster company.

The wise sign manufacturer who wants to investigate his market thoroughly before plunging in will find that the electric refrigeration industry is backed by some of the most powerful corporations in the world, that its expansion is being pushed by the nation's network of public utilities, and that its market is only 10 per cent saturated.



The tallboy electric sign shown above sits on top of the Bond Street, Brooklyn, New York, store of Rex Cole, Inc. At the top of the column is a sign of similar type made by Flexlume.

Off Duty in Detroit

By GEORGE F. TAUBENECK

Electrical advertising occupies a more prominent place on Detroit's Great White Way—Woodward avenue—than on most streets which boast a similar title in other cities.

The big reason is that most of the candle-power which shoots into Woodward avenue nightly goes into electrical signs, rather than in sheer illumination.

One misses Michigan avenue's emblazoned skyscrapers, and Broadway's like-midday glare on Woodward avenue. It is really a comparatively dark street.

There is no pronounced "line" to its skyline—it can't even be said to have a skyline—for the buildings rise and fall like the mercury in an Illinois thermometer during spring. The huge cavities that invariably exist between large buildings are always filled with striking electrical advertisements.

Two theatres present the only heavily lighted spots on the avenue. These playhouses force so hot a glow of incandescent mazdas upon the heads of passers-by that the latter are made positively uncomfortable. The trick, we think, is to make the stroller pause.

One can't help but slow down under the terrific glare; and the cool, darkened interiors of the theatre lobbies look so inviting in contrast that the temptation to walk in is often irresistible.

Inasmuch as store-window displays are only modestly lighted at night, if at all, and since skyscraper illumination is practically nil, amusement places offer the only competition to the electric signs. Woodward avenue, however, is glutted with cheap amusements.

Somehow streets with commercialized amusement "joints" are like faces with freckles. When one has them, one really has them.

Flood-lighted miniature golf has Detroit by the throat just as it has every other metropolis and cross-roads community in the nation. Courses galore, all lighted up like a birthday cake, embellish the city.

All varieties are to be found—conventional, easy courses with cottonseed-hull greens; some with unpredictable sand greens; tricky courses laid out on concrete with a thin coating of green sand; hazards for which a niblick is necessary; elevated wooden greens with a carpet surface which is not to be walked upon—one putts from a platform, steps off, and walks around the green to the next platform.

One course stays open all night. It was at this course that police rounded up a few score of alleged gunmen and gansters immediately after the Jerry Buckley killing. A new idea in crook-hide-outs.

Another course was constructed on the spacious lawn of a private home by two sons of the owner, and is run as a neighborhood enterprise by these boys and their buddies. They take turns playing on it and watching the cash register.

It is, by the bye, the trickiest and knottiest course in the city. The boys take great pride in it.

Volunteer caddies are present at all of these Tom Thumb affairs. They scurry around energetically trying to find something to do to merit your dime. And a few places advertise that a "pro" is attached to the course, and will instruct you at a nominal fee! We await anxiously the erection of bleachers.

The most novel of all the putting games is to be found at a vacant lot on Woodward. Here one can play rotation pool and snooker on sanded concrete tables, with colored and numbered golf balls and a putter. It should be a great health boon to the cue addict. Fresh air and sunlight, you know.

The something-for-nothing racket is being worked to the bone in the amusement field here. One putting course gives away a wrist watch to the lucky ticket holder weekly.

A movie house has been filling several thousand seats nightly by the simple device of donating a new Ford each Wednesday night to the holder of a ticket stub drawn from the week's intake.

Radios are given away on the same basis by a rival talkie dispenser. A dance hall tries to attract a portion of the Saturday night elbow-and-heel-wielding jam to Friday night by holding a drawing for cash prizes.

In the top-price field a cinema palace has an Indian fortune teller and mind reader (who makes great capital of an alleged testimonial by Woodrow Wilson) stationed in the lobby to advise its love-lorn and market-shorn patrons. All these are getting results.

The proprietor of the highly successful movie house which adds another Ford to Detroit traffic weekly has forensic aspirations. Before the drawing each Wednesday night he harangues the crowd for upwards of 20 minutes on panics, fire prevention and the like.

Of course nobody leaves, for all are nervously fingering their numbered tickets in anticipation of the big event.

Impressed and even startled is the casual stroller down Woodward when he finds the street decorated with girls attired in what appear to be expensive evening gowns. Somehow, they just don't seem to belong to the general atmosphere of automobiles and used car lots and ten-twent'-thirt' moviedromes.

One's first impression is that a woman's club or sorority has been holding a founder's day banquet, or celebrating the anniversary of the birth of the inventor of high heels (wonder who he was, anyway?).

But this illusion is dispelled when one discovers they are not confined to any particular area, and that they appear night after night on the avenue, wandering up and down in small groups.

The answer is that they are taxi dancers out for a bit of air, as it were. Every block has three or four up-one-flight-and-save-a-dollar halls where malharmonic orchestras (the kind which make records for the neighbor's phonograph) screech and tootle away nightly.

"Learn to dance. Become a social success. Our instructresses teach you while you enjoy yourself." Or perhaps it's this appeal: "One hundred attractive hostesses for strangers. No refusals."

These girls earn a fair living by dressing in formal attire nightly and dancing with the lame, the halt, the blind, and the lonely at five or ten cents per head.

The "stranger," or the lad who is seeking a short-cut to popularity via the waxed floor, buys two tickets for each dance (one number and an encore by the orchestra). One ticket goes into the hopper at the roped-off entrance to the floor; the other is pocketed by the "attractive hostess," who later redeems it for cash.

The toniest of these partners-furnished emporiums boasts two floors—one outdoors—and two orchestras going simultaneously. "Hostesses" earn an average of five dollars a night in this place, and are furnished with a new evening dress fortnightly.

They are not allowed to "make friends" with the patrons, but dance with any and all cheerfully albeit silently. Taxicabs furnished by the hall take them home after each night's dance. No escorts. Perhaps that's how their sobriquet, "taxi dancers," derived its origin.

Under these "refined" conditions, many girls who take dictation and do misspelling, or sell gloves and hosiery over bargain-counters in the daytime, join the force of hostesses at night—thus augmenting their incomes considerably. And they apparently have a good time doing it.

The combination indoor-and-outdoor hall numbers half a dozen young ladies who are married. Which solves the age-old problem of what to do to amuse the wife at night.

Veribright Installation Sign

EQUIPPED WITH
FRIGIDAIRE
AUTOMATIC REFRIGERATION

Flashy, Electrified Billboard

"A work of art"—that's what Arkansas natives call this flashing electric billboard, and they travel miles and miles to see it. It is the only one of its kind in the state. Typical of the new mode in illuminated billboards, this advertisement has two sets of flasher lights, five blue and five red. The sky, water, and contents of the refrigerator change aspects entirely with each light change. Bright orange is the word "Kelvinator," with the letters outlined and splashed in white. The ribbon fades out entirely. Little Rock citizens on the road home from the downtown section can't help but see it, for changes in lights occur at intervals of a few seconds. It was erected by 555 Inc., Kelvinator distributor in Little Rock.

Effective Electric Signs Influence Buyers

(Concluded from Page 1, Column 1)

of value in this connection. Appropriate illustration of a name or a product provides another means of producing a truly effective advertisement.

Outstanding Characteristics

Effective electric signs have the ability to catch attention and leave an impression from a glance. The dealer should be particularly careful in selecting his sign to be sure that it measures up to the standards outlined above. More specifically, he should analyze his proposed display to determine just how many of the following elements of effectiveness are incorporated in its design. The more of them it contains the greater will be the effectiveness.

Brightness—The attracting power of brightness is instinctive. Its appeal to the senses is of the most elementary sort. Bright objects impress an indelible picture on the mind. Most electric signs have the asset that they may be given *whatever brightness is required* for adequate effectiveness in their particular location. Select one that is flexible in this respect. More signs may be erected nearby, competition may increase, street lighting is constantly increasing in brightness. Such things require increases in brightness if the display is to continue to be effective. Flexibility as to brightness is the insurance.

Motion—The moving object compels attention. Motion is an exclusive characteristic of electrical advertising. Its appeal is also instinctive. The design should be such that life-like, striking effects of any desired character are readily obtained.

Color—The use of color is one of the most powerful means of creating an atmosphere, an inner feeling, and a pleasant association; and these are among the chief functions of display advertising, particularly in its appeal to women. An occasional change of color also contributes greatly to effectiveness over a period of time. Flexibility in this respect is also important.

Individuality—It is variety in displays that makes each one attract attention and convey the distinctive message for which it is erected. For example, if a display is installed in a locality where there are already many of a similar type or form, all of that type become less effective. Bear in mind competing displays when selecting your own.

Beauty—An effort to make the sign pleasing will be rewarded many times over.

Illustration—A picture is instantly understandable; it conveys far more than could be stated in the few words of a sign. With trademark, or illustration, tie in with the national advertising of the product.

Size—The large signs are more easily seen and more apt to form a lasting impression.

Legibility—No matter how effective the design from the standpoint of attention value, the display loses much of its value if it is not effective throughout its range of viewing. Be sure it is adequate.

Position—The position occupied by a display determines its circulation. Study the location carefully and select the location where the sign will be seen by the greatest number of people.

Reiteration—Repetition drives a thought home. Here again tying in with the national advertising program is important.

Border—A distinctive border is often recognizable at a distance from which the message cannot be read. Where space is limited this is particularly important. Also, a lighted border provides an excellent means of preserving the interesting shape of your display at night, thus removing your sign from class of the others not so lighted.

An additional consideration of prime importance is the upkeep of the sign which has been designed for long periods of use. Regular cleaning, maintenance of its lighted portions, and perfect operation of flashing mechanics are essential in the securing of profitable results of this attractive form of advertising. Bear in mind that the merchant is often judged by the character and condition of his sign. The sign manufacturer, the power company, or a separate maintenance company, can relieve the owner of this responsibility.

Choosing the Proper Sign

How large should the letters be to be legible at a certain distance? How far apart can the lamps be spaced and yet form a smooth continuous line of light? How bright should they be? The prospective owner of an electrical display can hardly be expected to know these things any more than can the prospective owner of a building be expected to know the size of the beams, the thickness of the walls, and the numerous other details which go to insure him a serviceable structure. But, just as the prospective owner of any other form of structure relies upon the consulting services of the engineer and architect for the drafting of specifications, so also should the purchasers of electrical advertising consult a lighting engineer. This consulting service is available without cost.

Electric Signs Not a Commodity

Effective advertising is not and cannot be purchased merely as a commodity. It should be studied from the standpoint of the amount of service it can render in building up the advertisers' business, and purchased on the basis of advertising value per dollar invested. The factors governing economy and effectiveness in electrical advertising differ in many respects from other media. With electrical signs, it is not a case of preparing copy and layout which can be leisurely, argumentative, and thorough. Electrical advertising is an outdoor medium and offers the advertising purchaser maximum returns—not necessarily for minimum outlay, but rather for the greatest return per dollar invested.

Not Signs--Electrical Advertising

Chicago, Ill.—"Don't say 'electric signs,' say 'electrical advertising,'" F. A. Orth, advertising manager of the Federal Electric Co., emphatically tells everyone who happens to mention an "electric sign" in his presence.

"When you put an advertisement in a newspaper," he continues, "you don't just buy paper and ink and an electrotype—you buy advertising. The same thing holds true in our business. Customers don't just buy an assemblage of tubes and letters and bulbs—they buy advertising."

Customers that normally might stop at one shop may be diverted to another by electrical advertising, according to Mr. Orth. A prospect reads about electric refrigeration in magazines and newspapers, and may be moved to inquire for further information in the store of a dealer who displays electrically the same trade-name the prospect read in a periodical. Should this dealer fail to have an electrical display in front of his shop, a competitive dealer so equipped may cash in on the desire for refrigeration evoked by the printed advertisement.

Electrical advertising creates new prospects as well as clinching old ones, he thinks.

GLASS HOUSE

Chicago, Ill.—Electrical advertising is not always limited to exterior display signs. The Rawson & Evans Co. of this city, designers and manufacturers of glass signs in this city, recently made up a large, decorative glass mirror, and a modernistic glass ceiling for R. Cooper, Jr., Inc., G. E. distributor. Concealed electric lighting makes this glass house an excellent showroom.

Walter J. Daily Outlines G. E. Advertising Campaign

Emphasizes Need for Electric Signs

Association Island, N. Y.—A fair share of the eighteen million wired homes in this country which today are without electric refrigeration will find the means of purchasing if they are shown the way, Walter J. Daily, sales promotion manager of the electric refrigeration department, General Electric Company, declared here in addressing the fall conference of distributors and keymen.

Advertising and sales promotion plans for the fall were outlined in detail by Mr. Daily, who pointed out that the theme of this activity this fall would be economy of owning this modern household necessity.

"Quite a few of these eighteen million homes will find a way of buying if we show them how they can do it," Daily said. "They all want electric refrigeration, but, of course, they have many excuses for not buying. We must show them how they can save on the food bills, how they can save on their present refrigeration method, how they can promote the health of the family, how they can pay for the refrigerator.

"The backbone of our advertising campaign will, of course, be the national magazines, through which we will try to accomplish seven specific things; to educate and inform these homes of the benefits of electric refrigeration, create a desire for ownership, establish the preference of General Electric, stress the fact that refrigeration today is a necessity and not a luxury, show how it raises the standard of living, pre-sell and build prestige for the product.

"This national advertising will give us a monthly circulation of 30,000,000, or, figuring four readers per copy, a total of 1,440,000,000 potential impressions within the year.

"Newspaper advertising, flexible and timely as to copy, will talk economy of ownership, too, and it will be aimed to pave the way for the salesman and presell the prospect. Newspaper advertising is of extreme importance. We cannot afford to let down on it.

"Outdoor advertising for the fall and winter will be colorful and striking. Illustrations for posters and painted boards will carry a human interest appeal. The outdoor activity will form the bridge between newspaper and magazine effort and it will deliver a forceful and timely message. It will permit a dominant display of life-size illustrations and the opportunity which it offers for constant repetition helps to identify the distributor and dealer with the product. Billboards, too, are flexible; they are an avenue to mass appeal and it is a comparatively cheap method of wide circulation.

"On the basis that there is no economy in poor art work, we are obtaining the best possible.

"Radio broadcasting through forty-four stations will build good-will for the product, stimulate confidence, create consumer acceptance, increase the value of other advertising and serve to introduce the sales force.

"Our magazine, 'The Silent Hostess,' will go to a larger list than ever before. With articles in it by nutrition experts, home economists, well-known medical authorities and business men, the magazine has a distinct appeal and it is going a great deal to build up acceptance of our product.

"Now as to direct mail, our mailing list has grown enormously; as is indicated by the following table showing the names on the list by months:

January	320,000
February	260,000
March	803,000
April	1,988,000
May	1,103,000
June	709,000
July	815,000

"Our direct mail pieces this fall will be directed at specific markets, carrying a distinct appeal to each class. Direct mail will range from cards to four-page letters.

"Sales promotion activities also will include the use of recipe books, carrying a new kind of sales message; and the usual lines of novelty advertising.

"We want to stress store identification and the use of electric signs as well as the effort to make the retail store stand out, through effective lighting for window and interior, store fronts, interior decoration, awnings, furniture and floor coverings. More and more prospects are coming into our stores today and one of the reasons for this is the fact that the stores are attractive.

"Going back to direct mail, we will have separate pieces for the utilities, for the apartment house, for grocers, restaurants, institutions, farmers, meat markets. We will have separate mailing pieces for almost every division of our market. Through direct mail, farmers will be told the advantages of electric milk coolers and factories will be advised of the benefits of electric water coolers."

Daily outlined the "On The Top Circus," a sales campaign which is to open October 1 and close December 9. The contest, to be staged with circus atmosphere, will be participated in by the entire dealer and sales organization. P. B. Zimmerman, sales manager, will carry the title of circus owner and manager, while the ten General Electric district representatives—H. A. Cheatham, R. H. Ferguson, A. E. Freshman, F. T. Harvey, G. S. Miller, B. C. Ritter, G. J. Ruck, P. C. Wagner, B. M. Walthall and G. A. Wortman—will be designated as ring masters. Every salesman will be a "performer."

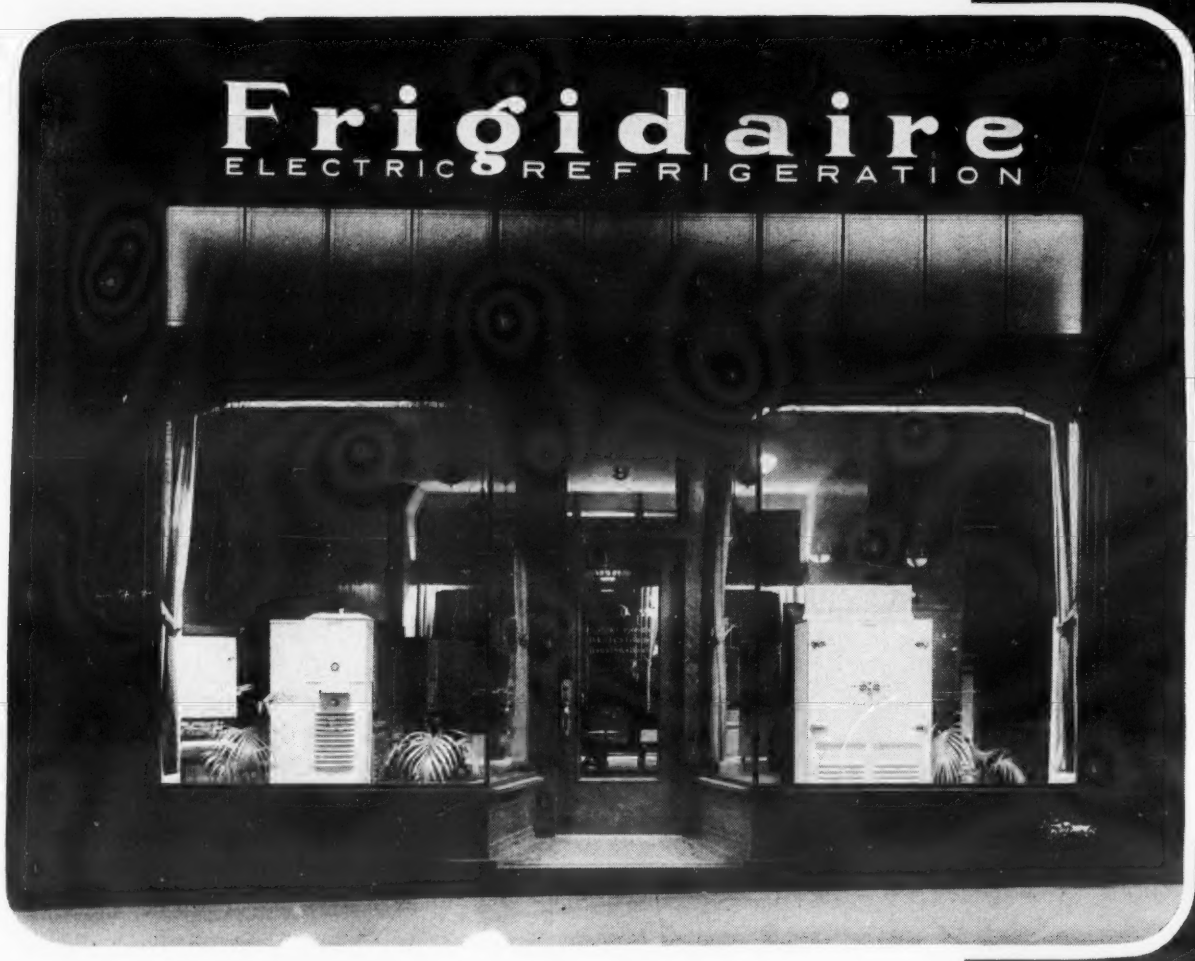
A twenty million dollar quota has been established for the contest period and each division has been assigned its proper proportion of this quota. Quotas have been broken down by distributorships, and, in turn, by dealers and salesmen.

Far Into the Night

Of piercing brilliance are the letters and lines in electric signs which employ neon gas. Although discovered in 1898, neon has not been employed extensively in electrical advertising until very recent years. Its sweep of popularity, however, has been as far-reaching as it has been rapid. Neon is extracted from the air, confined in a vacuum glass tube, and an electric current is passed through. The result is a strikingly bright and highly visible colored light. Above is pictured a long neon-lettered identification sign which bands a showroom. Neon letters are also particularly effective when used in combination with incandescent lamps.

Silent, Sure, Scintillating, Spectacular Specialty Salesmen

Illuminated Showroom Fronts Help Progressive Dealers To Sell Refrigerators



The Hartford Sales branch of the Hartford (Connecticut) Electric Light Co. believes in keeping its Frigidaires well lighted in contrast to a dark background at night, as shown in the above photograph. The outside electric sign tells the simplest possible story.

Alert dealers make their showroom windows so attractive that hurried passers-by cannot help but pause in their rush to see just what all the shining is about. This striking Zerozone display room utilizes a big Neon sign over the front, plus a well-lighted interior.

Above is an example of an indoor electric sign which is employed to attract an outdoor public. Hanging just inside the huge display window, this Neon sign directs attention to the contents of the display, rather than to itself. It casts a luminous glow over the front of the showroom, which thus needs only a small amount of extra lighting to become attractively visible to those who pass. At the left is how the Buffalo, New York, Copeland sales organization handles the illuminated salesroom idea. The outside sign is simply a daylight sign—raised black letters on a white background—lighted by incandescent globes. Inside is displayed advertising material in addition to the Copeland refrigerator.

Electrical Displays Encourage Prospects to Think for Themselves

NO one knows more than the alert refrigeration dealer about the cash value of an attractively lighted store, with an electric sign of some sort over the door or show window to tell the world and his wife where to head in. The easiest way to prove that fact is to walk through the business section of any city after dark. The movie palaces may outshine the refrigeration dealer, but they are about the only ones which do. This fact doesn't mean that Mr. Dealer depends on a garish display to attract public attention. The nature of the product he merchandises prevents him from making that signal error.

The photographs on this page show four typical refrigeration showrooms, each selling the product of a different manufacturer. Yet they have the common denominator of dignified attractiveness, and are so well lighted that it is a hard job for the average man or woman to walk past without stopping for a moment to look at the window. They beckon to the passerby.

Just how many sales are made by his evening display, the average dealer probably never discovers. There are thousands of men and women in every city who really enjoy doing their own buying, who listen attentively to the salesman's high pressure talk, and then when he is gone organize a little sleuthing expedition on their own account.

They go downtown to the movies, and on their way home look over the refrigerator about which the salesman has been telling them. Perhaps only one of them has heard the sales argument; and that little conference, late in the evening before the dealer's show window, is their only chance to talk this important matter over quietly with the refrigerator right before them.

Possibly the salesman has overestimated their income and has been devoting his energies toward selling them a higher priced refrigerator than they feel justified in buying. Give them a chance to discover that lower priced unit which is just what they want. Let them look it over as it stands in the window, where all its good and bad points can be discussed by them without interference.

The wise refrigerator dealer knows that some of his best sales have been made in this way, and he mentally gives the credit, not to the man who finally books the order, but to his effective lighting and that big sign overhead that told them to turn their steps in the direction of his store.

By and large the refrigeration dealers of the country have learned that electric advertising is one of the hardest working and lowest paid salesmen on their payrolls. They like him, they like his work, and they find that they can't do a real job without his services.

ELECTRICAL ADVERTISING DIRECTORY

List of Manufacturers of Electric Signs in All Sections of the Country

ALABAMA

Birmingham
Omer Brasher Sign Co.
Neon Lights Advertising Co.

ARKANSAS

Little Rock
Standard Electric Sign Co.

CALIFORNIA

Berkley
Getz Elec. Sign Serv. Co.

Long Beach
National Display Co., Inc.

Los Angeles
Ad-Glo Electric Sign Co.
Aurora Products Co.
California Elec. Sign Co.
California Metal Enameling Co.
2151 E. 51st St.
Danite Advertising Co.
Electrical Products Corp.
(Branch Offices in Principal Western Cities)
Neale, Inc.
Neosign Co.
Searchlight Advertising Co.

Manhattan Beach
Metlox Corp.

Oakland
Arthur G. Potter.

San Francisco
Brumfield Elec. Sign Co.
Thomas Day Co. (Special jobs)
725 Mission St.
Foster & Kleiser Co.
(Branch Offices in Western Cities)
John Hay
Hotchner Bros.
Novelty Electric Sign Co.
290 Seventh St.

COLORADO

Denver
Neo Art Signs, Inc.

CONNECTICUT

New Haven
English & Mersick Co.
United Adv. Corp.

Waterbury
Connecticut Adv. Serv. Corp.

DELAWARE

Milford
John H. Mulholland Co.

Wilmington
Harting Sign Co.
Hesslers', Inc.

DISTRICT OF COLUMBIA

Washington
Action Advertising Co.
P. & H. Morton Adv. Co.

GEORGIA

Atlanta
Flexlume Southern, Inc.
Fulton Sign & Advertising Co.
Texlite Elec. Sign Co., Inc.

Augusta
Milligan Adv. Service Co.

Birmingham
United Sign Co., Inc.

Jackson
Munn Sign & Adv. Co.

IDAHO

Pocatello
O. P. Barber Poster Adv. Co.
Billz Sign Co.

ILLINOIS

Chicago
Advertising Displays, Inc.
Benson Mfg. Co.
800 Sibley St.
Consolidated Electric Sign Corp.
Davenport-Taylor Mfg. Co.
412 Orleans St.
Federal Electric Co.
8706 S. State St.
(Branches in Many Principal Cities)
Flashtric Sign Works
3910 N. Western St.
General Motor Sign Corp.
215 W. Randolph St.
General Porcelain Enameling & Mfg. Co.
4115 Parker Ave.
Hayes & Kinder
2635 Kildare Ave.
Lu-mi-nus Signs, Inc.
2736 Wentworth Ave.
Motorgraph Corp. of America.
Opalite Corp.
201 E. Ohio St.
Price Brothers
333 N. Michigan Ave.
Rawson & Evans Co.
Washington and Halsted Sts.
Scene-in-Action Corp.
George Steere & Sons
434 S. Dearborn St.
Tellite Mfg. Co.
4541 E. Ravenswood Ave.
Sunbeam Sign Co.
E. C. Thiel & Co.
E. Wagner.
Whiteway Elec. Sign Co.

Joliet
Autographic Corp.

Mt. Vernon
Brilliant Tube Sign Co.

Peoria
Electreat Mfg. Co.

Quincy
Quincy Poster Adv. Co.

INDIANA

Anderson
Anderson Poster Adv. Co.

Elkhart
Elkhart Sign Co.
Pancost Sign Co.

Fort Wayne
E. F. Brinkman Sign Co.

Indianapolis
Saving Sign Co.
Smith Hecht Co.
Jackson Bldg.
Staley & Crabb.

Kokomo
Kolux Glass Sales Co.

Michigan City
Kanney System, Inc.

IOWA

Cedar Rapids
Smythe Sign Service.

Davenport
Bawden Bros.
Lustrolite, Inc.
(Branches in Other Cities)

KANSAS

Leavenworth
Robinson Sign Co.

Wichita
Western Sign Works.

KENTUCKY

Covington
Advertising Display, Inc.

Louisville
Consolidated Poster Adv. Co.
Mercury Rainbow Light, Inc.
Wm. J. Rueff.
Southern Elec. Sign Co.

LOUISIANA

Shreveport
B. & B. System.

MARYLAND

Baltimore
Brilliant Sign Co.
N. H. Lane.
P. & H. Morton Co.
E. I. Rosenfeld & Co.

MASSACHUSETTS

Boston
Boston Sign Co.
C. I. Brink, Inc.
24 Gold St.
John Donnelly & Sons.
Erickson Electric Co.
6 Power House
Tremont Sign Co.
C. W. Vivian Co.

Framingham
F. R. Kalck Co.

Lowell
Kimball System.

Roxbury
The Hub Advertising Co.

South Boston
C. H. Buck & Co.

Springfield
Harry W. Stacy & Son.
Springfield Adv. Co.

Worcester
Hall-Lucier Sign Co.

MICHIGAN

Battle Creek
National Electric Sign Co.
Opalume Sign System, Inc.

Benton Harbor
The Flasher Sign Co.

Detroit
Animated Advertising Displays.
Apel Bros. Sign Co.
Bellows Corp.
840 Cherry St.
L. F. Berendt & Co.
Embree Sign Co.
Flasher Neon Display Corp.
General Neon Signs Co.
Lavanway Sign Co.
Metropolitan Motion Picture Co.
Neon Electric Co.
Ross Sign Co.
Schaffner Sign Co.
Triangle Sign Co.
Walker & Co.
88 Custer St.
(Branches in Other Michigan Cities)
Thos. A. Vanadia & Co.
Willey Sign Co.
1559 Church St.

Kalamazoo
American Signs Corp.
430 W. Willard St.

MINNESOTA

Minneapolis
Brede Sign Co.
Electric Sign Mfg. Co.
Chas. W. Howson Co., Inc.
Lion Sign Co.
Nordquist Sign Co.
Peterson Sign Co.
U. S. Sign Co.

MISSOURI

Kansas City
Merritt Outdoor Advertising Co.
United Film Ad Service, Inc.

St. Joseph
Philley Adv. Co.

St. Louis
Federal Brilliant Co.
3531 Washington St.
Keller Sign Co.
G. C. Kirn Sign.
Missouri Elec. Sign Works.
Zeiser Bros. Sign Co.

NEBRASKA

Omaha
H. Forrey.
Mills Advertising Co.

NEW JERSEY

Atlantic City
Ripley & Silver.

Jersey City
Gross Sign Shop.
O'Malia Outdoor Advertising.

Long Branch
G. & G. Advertising Co.

Newark
Samuel Saelzinger Co.
L. H. Trowbridge Sign Co., Inc.
United Advertising Corp.
Ulrich Sign Co.
H. W. Van Buskirk Sign Co.

New Brunswick

Trenton
New Brunswick Sign Co.
R. C. Maxwell Co.
Wm. D. Polhemus & Co.
Trenton Outdoor Advertising Co.

NEW YORK

Brooklyn
Higger Co.
Stracken Sign Co.

Buffalo
Buffalo Sign Co.
Flasher Neon Display Co.
Flexlume Corp.
1100 Military Rd.
(Branches in Many Principal Cities)
Kreiss Sign Co.
Main Sign Co.
National Outdoor Adv. Co.
Whitmier & Ferris Co.
Winter's Sign Co.

Flushing
The Hunter Illuminated Car Sign Co.
McElroy Bros. Poster Adv. Co.

Long Island City
Rainbow Light, Inc.
(Branches in Many Principal Cities)
Share Sign Co.

Mt. Vernon
Mt. Vernon Advertising Serv. Co.

New York
Adsign Corp.
113 W. 63d St.
American Neon Light & Sign Corp.
509 W. 132nd St.
Animated Sign Corp.
Aurora Beacon Corp.
Athens Hermes Sign Co.
Becker, Fred'k.
Bofinger Bros.
E. G. Clark, Inc.
Claude Neon Lights, Inc.
41 E. 42nd St.
Denzi & Phillips, Inc.
39 Vesey St.
Elec. News Topics.
Elliott Service Co.
I. P. Frink, Inc.
24th St. and 10th Ave.
(Branches in Many Principal Cities)
The General Outdoor Advertising Co.,
1 Park St.
(Branches in Many Principal Cities)
Frederick Fricker.
Helmar George.
International Sign Corp.
Ivel Displays, Inc.
Kirk Color Control Co.
Levy Bros.
Lumi-Color Products Corp.
Lumi-Letter Corp.
The Manheimer-Weiss Sign Co.
Mason Hanger Co.
Merit Advertising Co.
370 Seventh Ave.
Murphy & Brode.
National Studios, Inc.
230 W. 56th St.
Nelke Sign Mfg. Co.
45 East 17th St.
New York Enameled Steel Sign Co.
45 Union Square, North
Amos Parrish & Co.
Powers Sign Corp.
Ready Made Sign Co.
47 E. 17th St.
Franck C. Reilly.
E. A. Shank Sign Co.
27 West 43d St.
Star Sign Engineer.
S. G. Sterne & Co.
Strauss & Co.
Steinthal & Co.
Swan, William A.
Textile Electric Sign Co., Inc.
285 Madison Ave.
United Advertising Corp.
285 Madison Ave.
Vanleer Products Corp.
The Viking Products Co.
(Branches in Many Principal Cities)
Window Poster Co.

Niagara Falls
Kirby Sign Co.
Niagara Poster Co.

No. Tonowanda
Carney & Wilke Sign Shop.

Rochester
F. E. Hayes Co.
44 Aqueduct St.

Rome
C. Luce.

Schenectady
Kolite Elec. Sign Co.

Syracuse
Electro-Ad Sign Corp.
Lite Bay Specialty Co.
Richard's of Course Signs.

NORTH CAROLINA

Charlotte
Chicago Sign Sales Co.

OHIO

Beach City
Axe Advertising System.

Canton
Canton Sign Co.
Jos. W. Guht.

Cincinnati
Cincinnati Adv. Products Co.
Hartman Sign Co.
Lackner Co., Inc.
21 W. Pearl St.
The Morgan Murray & Potts Co.
Morton Sign Co.
Progress Sign Co.
Quehl Sign Co.
316 Main St.

Cleveland
Brilliant Signs, Inc.
The Di-Noc Mfg. Co.
Flash-Ur-Ad, Inc.
Metal Poster Co.
Midland Sign Co.
Neon Process, Inc.
9016 Manor Ave.
New York Sign Co.
Sun Fay Gas Corp.
Talkie Adv. Co.

Columbus
Art-Light Adv. Corp.
Columbus Bill Posting Co.
H. W. Gantner Co.
P. F. Yaeger Sign Co.

Dayton
The American Display Co.
Associated Displaymen's Corp.
The Leoni Mfg. Co.

Elyria
Jim Armitage.

Findlay
Ross & Snyder Sign Co.

Lima
The Artkraft Sign Co.

Massillon
Massillon-Cleveland Sign Co.

Springfield
The McSavaney Co.

OKLAHOMA

Oklahoma City
Hansen Sign Co.
Neon Sign Co.
P. E. Norman Sign.
Oklahoma Poster Adv. Co.

Tulsa
Shleppey Sign Co.

OREGON

Portland
Brilliant Neon Corp.
971 Sandy St.
Neon Equipment Co.
Rann Sign Co.

PENNSYLVANIA

Beaver Falls
Ingram-Richardson Mfg. Co.

Elizabethtown
Century Mfg. Co.

Erie
Liberty Tube & Light Corp.
Sterret Adv. Co.

Johnston
Brazier Elec. Prod.

Philadelphia
Brilliant Mfg. Co.
1037 Ridge Ave.
F. C. Chambers.
Electrical Service Supplies Co.
17th and Cambria Sts.
Penn Motion-Ad Co.
Philadelphia Enameling Works.
Philadelphia Sign Co.
307 Brown St.
Pictorial Advertising Corp.
Unavoidable Advertising Co.
Voigt Co.
1743 E. 12th St.
Wilcox-Lopez Co.

Pittsburgh
Alpha Claude Neon Corp.
John M. Clein Maintenance Co.
Gardner Sign Co.
James H. Matthews & Co.
2529 Forbes Field
Raphael Elec. Co.

Pottsville
J. W. Noble.

Reading
Penn Publicity Co.

Scranton
American Co.
Scranton Glass Instrument Co., Inc.
3531 Washington St.

RHODE ISLAND

Providence
E. Metenius Sign Co.
H. A. Stevens.

SOUTH CAROLINA

Columbia
Warner-Poster Advertising Co.

SOUTH DAKOTA

Sioux Falls
L. B. Miller Sign Co.
H. B. Williams.

Watertown
E. J. Donahue.

TENNESSEE

Knoxville
Greenwood Advertising Corp.
Knoxville Poster Adv. Co.

Memphis
Balton & Sons.

TEXAS

Austin
Duplex Adv. Co., Inc.

Fort Worth
Riverside Elec. Sign Co.

Houston
Dixie Neon Sign Co., Inc.
1508 McGowan Ave.
Seaport Outdoor Adv. Co.

San Antonio
Texas Outdoor Adv. Co.

Sherman
John Nunn.

Waco
North Texas Adv. Co.
Tubelite Sign Co.

VIRGINIA

Lynchburg
Bland Horsley.

Richmond
Animated Electric Advertising Co.

WASHINGTON

Puyallup
Schroder Sign Co.

Seattle
Commercial Sign Co.

Spokane
Hayward Larkin Co.
United States Sign Co.

WEST VIRGINIA

Clarksburg
Clarksburg Poster Advertising Co.

Wheeling
Ohio Valley Advertising Co.

WISCONSIN

Beloit
Ontz-Osgood Co.

Madison
Hinkson Adv. Co.

Marshfield
White Way Sign Co.

Milwaukee
Aultman, Inc.
Metal Products, Inc.
462 Fourth St.

Sheboygan
Norman F. Phiex, Inc.